

FOR INFORMATION OF

Frank E. Schooley

W. K. KELLOGG FOUNDATION
Battle Creek, Michigan

January 5, 1954

Division of Education
Hugh B. Masters
Director

Robert G. VanDy whole
Associate Director

Dr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

I am sure great things are ahead in 1954 for NAEB! What is the latest word as to the delivery date for the new machine? I would also be happy to know what the present status of affairs is with respect to space, selection of the additional person, etc.

I would suggest that you send us a letter of request to alter budgetary item amounts from this year's proposed budget so as to cover the additional expenditures that we recently approved.

May I take this opportunity to express thanks for all the many materials you are good enough to send. I appreciate being on your mailing list for these and often find good use for a surprising number of them. Thanks again.

Sincerely,

/s/ Bob

Robert VanDy whole

RVD:ees

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

January 8, 1954

Mr. Robert VanDuyne
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Thanks most sincerely for the good wishes contained in your letter of January 5. The number of services which the NAEB hopes to provide, and the number of problems it hopes to solve, or help solve, do indeed promise a challenging 1954.

Counting on the funds mentioned in Graydon's letter of November 20, 1953, we have taken some temporary action on the duplicator. We had to. The old one had become so worn we felt we could no longer operate it without impairing the quality and reputation of the Network. In fact, we had had to drop most of our music programs. The machine had been used more than we had anticipated in the early operations. It's now being repaired. The new one is in operation at Headquarters. We had to take it now, or wait several months for a new one to be built. During this waiting period we ran a danger of a complete breakdown of service.

In answer to your inquiry about space, our needs and problems are so numerous that this particular one has not been solved. The University's own space problem is critical and we haven't been able to discover anything. We therefore are planning to do our best in present quarters, although the crowding doesn't always mean efficient operation.

With regard to the selection of the Associate Director, we have several applicants, but quite frankly were awaiting availability of funds. We had understood that the funds requested would be specifically received either as a separate additional grant or as an advance against the 1954-55 allocation.

If the above statement does not fulfill the conditions of your request by way of explanation, please let me know.

The service demands on the office have grown so that it appears it will be desirable to make some adjustments in this year's budget. I hope the requested adjustments, if and when approved by our Board, can be made after we've completed our current financial study and indicated needed changes.

To: Mr. Robert Van Duyn

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January 8, 1954

Please let me know whenever you may need anything we can provide. I'm glad that some of the materials we try to send, as they become available, are of value to you.

Sincerely,

Harry J. Skornia
Executive Director

RJS:dc
cc: Executive Committee

14 Gregory Hall
Urbana, Illinois
February 1, 1954

CONFIDENTIAL TO ALL NAEB MEMBERS,
ACTIVES AND ASSOCIATES.

Greetings:

Attached are financial reports on the status of NAEB funds. You'll find a report on the Kellogg Project, prepared by the Executive Director. You'll find a financial report of the NAEB treasury, prepared by the Treasurer, and accepted by the Board. Additionally, you'll find a special condensed version of FAE funds, balances of which are listed in the liabilities under restricted accounts. Members should note that these reports on funds are for more than a one-year basis in many cases. The report gives you (as well as the FAE and ETRC) an up-to-date accounting of all funds from either FAE or the Educational Television and Radio Center.

It should be noted that funds given to the NAEB under certain conditions may be used only for such designated purposes. That's why they are listed as restricted funds in the balance sheet.

Also, the Board of Directors is proceeding on the basis of the directive of the National Convention at Norman. It is hoped to have all financial reports on a fiscal year basis by July 1.

The treasurer points out that dues are now billed on a calendar year basis. You will receive your bill for 1954 shortly. The membership should perhaps consider the advisability of changing dues to a fiscal year basis, too.

Cordially,

Harry J. Skornia
Harry J. Skornia
Executive Director

Frank E. Schooley
NAEB Treasurer

Encl.

Financial Report of NAEB Treasurer for FAE and ETRC Funds
Condensed Report

<u>Fund</u>	<u>Donor</u>	<u>Grant</u>	<u>Balance 12/31</u>
Monitoring Studies, 51-52	FAE	\$ 28,000.00	none
Monitoring Study, 1953	FAE	12,500.00	\$ 409.09
Monitoring Study, 1954	FAE	12,500.00	11,500.00
Grants in Aid, 1952	FAE	80,000.00	825.18
Grants in Aid, 1953	ETRC	80,000.00	55,345.00
Pacifica Foundation	FAE	30,000.00	none
TV Station Management Seminar	FAE	5,000.00	1,076.23
TV Production Workshop	FAE	12,000.00	4,465.48
Lincoln Lodge Television Seminar	FAE	10,000.00	2,638.88
		\$ 270,000.00	\$ 76,259.86

12/31/53

F. E. Schooley, NAEB Treasurer

Presented to NAEB Board of Directors
Transmitted to FAE
Transmitted to ETRC
Transmitted to NAEB Members

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Proposed Budget, 1954¹

Income

Active membership dues		
I - 25 @ \$50		\$ 1 250.00
II - 27 @ \$25		685.00
III - 52 @ \$15		780.00
TV - 6 @ \$100		600.00
Associate		890.00
Affiliate		220.00
Other		95.00
Total, estimated income		\$ 4 800.00

Expenses

Administrative - clerical, T&T, supplies		\$ 2 700.00
Promotion		900.00
Treasurer office expense		600.00
Memberships - Prix Italia, American Council on Education, UNESCO, Inter. Univ. of Air		600.00
		\$ 4 800.00

1-21-54

Adopted by Board, 1-23-54

1. This budget was adopted by the Board, January 23, in a meeting at Ames, Iowa, with the full understanding that a revised budget would be presented later to supplement this one. The new budget will be for 1954-55, to bring it in line with instructions of the National Convention at Norman.

2. A supplemental financial report for the fiscal year, July 1, 1953-June 30, 1954, will be prepared for and distributed to membership at the close of the fiscal year.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 Balance Sheet, December 31, 1953

ASSETS

Current Funds

First National Bank deposits	\$ 114,129.72
Cash on Hand	200.00
Accounts receivable	<u>900.00</u>
Total	\$ 115,229.72

LIABILITIES

Accounts payable - outstanding checks	\$ 28,341.00
Accounts payable - Tapes	800.00
Accounts payable - Album mailing	606.00 ¹
Promotion	343.26 ²
Restricted Projects -	
Monitoring, 1953	\$ 409.09
Monitoring, 1954	11500.00
Grants in Aid, 1952	825.18
Grants in Aid, 1953	55345.00
TV Station Management Sem	1076.23
TV Production Workshop	4465.48
Lincoln Lodge Seminar	2638.88
Chicago Radio Project	4500.00
New York Institute	<u>1000.00</u>
General Reserve	81,759.86 ³
Total	<u>3,379.60⁴</u> \$115,229.72

12-31-53

Accepted 1-23-54 by Board of Directors

1. \$1.00 per album, mailing expense
2. Budgeted at Norman Board Meeting. Balance lapsed by Board at Ames, with provision for Promotion in new budget.
3. These funds may be used for no other purposes than those designated by donors.
4. By Board action, \$3,000.00 is earmarked for headquarter and network operation until July 1. Action taken at Ames.

NAEB HEADQUARTERS BUDGET REPORT
(Confidential for Members)

<u>NAEB BUDGET SUMMARY</u>	<u>1953-54 BUDGET</u>	<u>ACTUAL: FIRST SIX MONTHS</u>
*Salaries & Wages	\$ 30,790.00	\$ 18,324.35
**Seminars, Travel and Research	19,200.00	4,790.69
Administrative Expense 1953-54	2,250.00	2,275.00
Administrative Expense & Overdraft 52-53	-	3,804.37
***Supplies and Expenses	12,000.00	15,187.70
Contingencies	1,910.00	-
TOTAL	\$ 66,150.00	\$ 44,382.11

NAEB HEADQUARTERS

*Salaries & Wages (ExDir, Secretarial)	\$ 14,027.00	\$ 8,764.41
**Seminars, etc.	19,200.00	4,630.87
Administrative Expense 1953-54	1,560.00	1,700.00
Administrative Expense & Overdraft 52-53	-	2,979.37
***Supplies & Expenses	4,700.00	5,967.23
Contingencies	-	-
TOTAL	\$ 39,487.00	\$ 24,041.99

NAEB TAPE NETWORK

*Salaries & Wages	\$ 16,763.00	\$ 9,559.83
Travel (Included above under Seminar)	1,000.00	159.82
Administrative Expense 1953-54	690.00	575.00
Administrative Expense & Overdraft 52-53	-	825.00
***Supplies and Expenses	6,300.00	9,220.47
Contingencies	1,910.00	-
TOTAL	\$ 26,663.00	\$ 20,340.12
Totals, Headquarters & Network	\$ 66,150.00	\$ 44,382.11

INCOME

Headquarters (from Kellogg)	\$ 34,000.00	\$ 34,000.00
NAEB Tape Network (from Kellogg)	(\$11,500.00)	(\$11,500.00)
NAEB Tape Network Fees	(20,650.00)	(18,905.50)
NAEB Tape Network - Totals	<u>32,150.00</u>	<u>30,405.50</u>
TOTAL	\$ 66,150.00	\$ 64,405.50
Other Income Anticipated	-	1,500.00
		\$ 65,905.50

* Including Employer's Contribution to Retirement and Workman's Compensation
 ** Including Regional Conferences, Committee Meetings
 *** See attached table. Includes shelving and (other) equipment

NOTE: The NAEB Directors have authorized the Executive Director to take steps necessary to get expenditures into line with available funds by June 30, 1954. This will make necessary certain steps, including:

1. Reduction in Network and Headquarters Personnel salaries and wages.
2. Holding the number of tapes to be duplicated to not more than 8 hours per week, enabling reduction also in postage and shipping costs.
3. Charging rush and emergency shipment charges to member stations whenever requests are late, and sharp reduction in special handling and special delivery expenses, special duplicator runs, and telephone and telegraph expenses.
4. Curtailment of mailing of member station promotion pieces with Newsletter.
5. Postponement of further "Script of Month" plans (already suspended after cost of first months ascertained) until adequate funds are available.

MONTH-BY-MONTH BREAKDOWN
ofMajor Headquarters and Network Costs
July 1 - December 31, 1953

<u>ITEM</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Total</u>
Mailing	\$ 614.62	\$ 459.23	\$ 325.81	\$ 515.76	\$ 1,055.11	\$ 821.16	\$ 3,791.69
Mailing Materials (Cartons, boxes, labels)	3.30	60.00	208.36	69.48	114.32	60.48	515.86
Special (Outside) Recording Services	Re- 50.40	31.00	199.10	*564.00	116.37	1.00	961.87
Mimeographing (News-letter)		409.26	489.75	211.16	531.36	92.37	1,733.90
Recording Tape		1,065.24	2,480.24	1,065.24	1,065.24	1,065.24	6,741.20
Telegrams and Telephone	116.41	** 419.74	159.56	151.96	109.54	110.47	1,067.68
Printing, design, lettering	-	231.34	83.15	-	144.04	873.98	1,332.51
***Travel	719.04	2,199.04	475.83	243.55	663.07	490.16	4,790.69
Salaries, wages, Retirement & Workman's Compensation	3,467.45	2,116.79	3,039.75	3,326.80	3,024.81	3,348.75	18,324.35
Adm. Expense (+ 1952-53 overdraft)							6,09.37
							****6,079.37

* * Includes \$50C.00 payment for outside duplication of part of Interlochen series.

** Includes instrument charges for entire year.

*** For Regional and Committee Meetings, for all officers, and for Headquarters staff. This does not include travel cost of Executive Director's orientation trip, which was paid out of an FAE Scholarship grant.

**** For entire biennium (1952-54).

Harry J. Skornia

C O P Y

W. K. KELLOGG FOUNDATION
Battle Creek, Mich.

February 4, 1954

*For your
file & info*

Mr. Graydon Ausmus, Director
Radio Broadcasting Services
University of Alabama
University, Alabama

Dear Graydon:

I am happy to inform you that the Kellogg Foundation will increase its original total commitment of \$245,350 by \$32,000 upon the following conditions:

1. That these funds be used according to your request of November 20, 1953 as follows:

	<u>1953-'54</u>	<u>1954-55</u>
Cost of repair of the original recorder	\$ 2,000	
Cost of a new machine	10,000	
An additional supply of tapes	3,000	
An associate director	5,000	\$ 8,000
Travel funds (to include some funds for the associate director, but especially for the continuation of committee meetings)	2,000	2,000
Total	<u>\$22,000</u>	<u>\$ 10,000</u>

2. That all conditions of the original commitment are continued.

3. That the Foundation reserves the right to withdraw completely from these agreements at any time NAEB might lose its autonomy or operate in actuality (or in effect) with purposes other than those for which it existed at the time the original Foundation commitment was made.

Upon receipt of a letter of acceptance and a request for the \$22,000 approved for the fiscal year 1953-54, a Foundation check will be sent to Mr. Lloyd Morey, Comptroller of the University of Illinois, as agent for the National Association of Educational Broadcasters.

We believe that educational broadcasting is an important part of improving the life and well-being of the American people. The National Association of Educational Broadcasters has the opportunity as the professional organization in the field of educational broadcasting to give the leadership that will make a significant difference in the lives of the American people. You have a responsibility that includes not only the college and university stations but also commercial stations in setting the standards and leading the way toward better educational programming that will provide the kind of learning experiences needed as we meet the issues of the world today. The Foundation takes pleasure in helping to make it possible for the National Association of Educational Broadcasters to meet this challenge. What you do with this opportunity will not only determine your own fate personally and as an organization but will greatly influence many other agencies and the well-being of the people who have the right to expect the wise use of a mass media entrusted to you.

Sincerely,
Robert Van Duyn

RVD/ms

cc: Mr. Harry Skornia

C O P Y (for your Confidential Files) Pa

C O P Y

W. K. KELLOGG FOUNDATION

BATTLE CREEK, MICHIGAN

RADIO STATION
February 4, 1954

FEB 10 8 41 AM 1953

Mr. Graydon Ausmus, Director
Radio Broadcasting Services
University of Alabama
University, Alabama

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Mr. Graydon Ausmus

-2-

February 4, 1954

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Sincerely,

s/t Robert VanDyke

RVD/ms

cc: Mr. Harry Skornia

RECEIVED
RADIO STATION

Box 2002 ~~4 AM 1000~~
University, Alabama

AM 1000
UNIVERSITY OF ALABAMA

February 8, 1954

Dr. Robert G. VanDyke
Associate Director
Education Division
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Thank you for your letter of February 4 notifying me of the approval by the Kellogg Foundation of the request of the National Association of Educational Broadcasters for an increase of the commitment of \$245,350 by \$32,000 to be used according to my request of November 20, 1953 and as outlined in your letter of the above date.

The National Association of Educational Broadcasters is more than happy to accept the conditions outlined in your letter. The purposes of the organization at the time of the initial request for funds from the Kellogg Foundation continue to be the purposes at the present. In fact, the request for additional funds grew out of the organization's determination to effectively pursue the goals which led to the original request. At a special meeting of the NAEB Board, January 21, 22, and 23, 1954, these basic principles of operation were reaffirmed and future direction defined. I hope to have an opportunity to discuss this meeting with you in the near future.

The NAEB would appreciate receiving the \$22,000 for the fiscal year 1953-54 as soon as possible in order to proceed with the projects covered in the request.

I should like to say that the National Association of Educational Broadcasters is grateful indeed for this increase in funds from the Kellogg Foundation and is most appreciative of the fine attitude of understanding and cooperation which has characterized our entire relationships. At all times it has been a real pleasure to be associated with you and the other fine people in the Foundation.

My kindest personal regards.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

Kellogg file

February 12, 1954

Dr. Maurice P. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

I have just received the announcement of your acceptance of the position of Director of the Division of Education of the W. K. Kellogg Foundation.

I should like to express our great pleasure at this news, and to pledge our support and help in making your task as significant, successful, and pleasant as our combined efforts can make it. I believe the Kellogg-NAB relationship is unique in the area of communications and Foundation-Organization relationships, in the freedom, understanding, sympathy and encouragement accorded us. The members and officers of the NAB are fully aware that it was the Kellogg Foundation, and its foresight and grant, which made possible the beginning of a new era in educational communications, and the transforming of the NAB from a loosely-knit group of broadcasters into a functioning operational and planning group, concerned with the impact of today's and tomorrow's communications' contents on the minds of man. Our relationships with Dr. Masten and Dr. Van Duyne have always been a pleasure because of the feeling we had that they have trusted in our sincerity and integrity.

I hope it may some day be possible for you to pay us a visit, to see the bustling activity, equipment, and organization which the Kellogg Foundation has made possible.

Meanwhile, if there is any material or information we can provide you, I will consider it a pleasure to supply it.

Most sincerely yours,

Harry J. Shoenia
Executive Director

HJC:ms

cc: Dr. Maurice P. Morris
Dr. Van Duyne

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

February 10, 1954

HORACE B. POWELL
PUBLICATIONS DIRECTOR

PRESS RELEASE NO. 114

FOR RELEASE AT ONCE

A working relationship of educators important to the nation's schools for a decade will be renewed in Battle Creek when Dr. Maurice F. Seay joins the W. K. Kellogg Foundation about May 1 as Director of its Division of Education. Dr. Seay, Chairman of the Department of Education of the University of Chicago since 1950, will team up with Dr. Robert G. VanDuyn, Associate Director of Education for the Foundation since 1949, to carry forward an educational program of significance to all levels of American education.

This teamwork will not be new to these men who have known each other intimately and have been associated in many educational projects. They are both proteges of Floyd Reeves, internationally famous educational administrator, scholar and teacher who after a quarter century at the University of Chicago recently became consultant to Dr. John Hanna, President of Michigan State College. Seay and VanDuyn are two of a coterie of Reeves' former students who have made their marks in many educational institutions and both have worked alongside "Dad Reeves" as his former pupils, assistants, associate teachers and as aides in many of his commissions, research projects and governmental missions.

"Dr. Seay and Dr. VanDuyn will make a very strong team," says Dr. Emory W. Morris, General Director of the Foundation. "This is particularly

fortunate because of the scope of our Education Division - assistance to a nationwide Cooperative Program in Educational Administration, to programs and projects in Canada and to several continuing education programs - and also because many of the Foundation activities in other fields have important educational implications."

Dr. Seay, who will fill a vacancy created when Dr. Hugh Masters affiliated with the University of Georgia in January, has the A.B. and A.M. degrees from Transylvania College of Lexington, Kentucky, a Ph.D. from the University of Chicago and an LL.D. from Union College. Starting his educational career as a high school principal and later becoming a superintendent of schools, he subsequently became Dean of Union College and then Dean of the University of Kentucky, going from there to a professorship in the Department of Education at the University of Chicago, later becoming Chairman of the Department. He has made educational surveys in many states, has served on numerous governmental survey and research staffs and was a member of the Advisory Committee on Education for the Kellogg Foundation from 1944 through 1948. Formerly Chairman of the Committee on Southern Regional Studies and Education of the American Council on Education, and a longtime member of the advisory editorial board to School Executive, Dr. Seay is the author and co-author of many books relating to education. These include "Adult Education", "The Sloan Experiment", and "The School Curriculum and Economic Improvement".

Dr. VanDuyn, who was a member of the Education Faculty of the University of Chicago prior to joining the Foundation five years ago, has been instrumental in the development of Foundation assistance to such well-known programs as the Cooperative Program in Educational Administration,

projects for the improvement of educational leadership in Canada, aid to the National Association of Educational Broadcasters, and various other educational communications programs.

Mrs. Ruth Seay, former professor at Berea College and holder of the Ph.D. degree from the University of Kentucky, will move with Dr. Seay to Battle Creek in early May.

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

EMORY W. MORRIS
PRESIDENT
GENERAL DIRECTOR

February 10, 1954

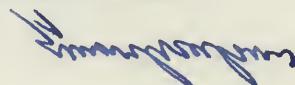
Dr. Harry J. Skornia
Executive Director
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

The enclosed news release which will go out tomorrow will be, I believe, of interest to you.

We are very happy that Maurice Seay has accepted this position. Robert VanDyke will be associated with him in the administration of the Foundation's activities in the field of education.

Cordially yours,



EWM:ba

Enclosure

C O P Y

C O P Y

FEB 26

W. K. KELLOGG FOUNDATION

Battle Creek, Michigan

February 22, 1954

Mr. Graydon Aueamus, President
National Association of Educational
Broadcasters
Box 2002
University, Alabama

Dear Graydon:

Enclosed you will find a Foundation check in the amount of \$22,000, which constitutes the increase in commitment for the 1953-54 fiscal year in accordance with the conditions of our letter of February 4, 1954. Please acknowledge receipt of this check.

The Foundation takes pleasure in assisting the National Association of Educational Broadcasters in this project, and we wish you every success in your undertaking.

Sincerely,

s/t Robert VanDyke

RVD/ms
Enclosure - check

C O P Y

C O P Y

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

FEB 24

February 24, 1954

Dr. Robert G. VanDyke
Associate Director
Education Division
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Please accept my most sincere thanks, in behalf of the National Association of Educational Broadcasters, for the Foundation check in the amount of \$22,000 constituting the increase in commitment for the 1953 - 54 fiscal year, in accordance with the conditions of your letter of February 4, 1954. I have today forwarded this check to Mr. C. C. DeLong, Bursar, the University of Illinois, by Registered Mail.

I should like to express to you my personal gratitude for the continued support and cooperation from the W. K. Kellogg Foundation and for your own personal interest in and concern with the progress of the NAEB.

My kindest regards always.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

Kellogg file

February 24, 1954

President Lloyd Morey
355 Administration Building (W)

Dear President Morey:

Several months ago discussions were held with the Kellogg Foundation regarding additional grants from them. Subsequently the NAB Board of Directors approved a request for additional funds for an Associate Director, and various other supplies and expenses essential to the continuance and improvement of the work of the National Association of Educational Broadcasters, as handled through the Trust Kellogg Tape Network Office here.

This is therefore to request authorization for acceptance, within the next day or two, by the University, of a check for \$22,000.00 being forwarded to the University of Illinois for adding to the Trust Kellogg budget for the present fiscal year.

Respectfully yours,

Harry J. Scornia
Director, Kellogg Radio Project

HJS:ms

March 9, 1954

To: Ausamus
Dunn
Hunter
Schooley ✓

From: Skornia

C O N F I D E N T I A L

Kept delaying, in the hopes that the picture would somehow become better. Couldn't justifiably delay any longer, even though they have been nice about it.

Most of the work in this new revision was done by Harold Hill. Think it's a well-organized job.

Schooley
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS

119 GREGORY HALL

URBANA, ILLINOIS

March 9, 1954

Mr. Robert Van Duyn, Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Herewith the revised budget you requested, incorporating the new Kellogg grant and revising for the balance of the year.

We would appreciate having this report considered "confidential," and I am distributing copies only to the NAEB Executive Committee. I do feel that the generosity of the Kellogg Foundation and the peculiarly close relationship between the NAEB and the Foundation deserve all the detail provided in the footnotes, with recognizable frankness.

Before this report is formally reviewed by your organization, if that is necessary, I should like to discuss it with you orally, and answer any questions which may occur to you between receipt of this report and my visit there next week.

In view of the fact that the Center is holding a meeting at East Lansing concurrently with the NPAC meeting I'm attending there, but extending over through March 17, it appears that I will not now be able to visit you until rather late afternoon March 17. Will this be satisfactory? I shall be bringing my car to facilitate the transportation problem.

Under separate cover I am also forwarding to you revised lists of materials now available from NAEB and the first of several new TV operations reports of the sort made possible by Kellogg funds for committee operations. Before too long I also hope to forward to you the report of our Region VI meeting in Eugene, Oregon.

Warmest regards, and I shall expect to see you March 17, unless I hear from you (at the Kellogg Center at MSC) to the contrary.

Sincerely,

Harry J. Shernia
Executive Director

HJS:ms
Enclosure

cc: Executive Committee

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Budgets July 1, 1953 - June 30, 1954

(CONFIDENTIAL)

	Budget	Expended	Revised ⁽¹⁾
<u>NAEB BUDGET SUMMARY</u>			
Salaries and Wages ⁽²⁾	\$ 30,790.00	\$ 21,358.27	\$ 39,482.41 ⁽³⁾
Seminars, Travel, Research ⁽⁴⁾	19,200.00	5,279.73	18,290.69 ⁽⁵⁾
Supplies and Expenses ⁽⁶⁾	12,000.00	20,227.02	39,677.02 ⁽⁷⁾
Administrative Expenses	2,250.00	4,800.00	5,900.00 ⁽⁸⁾
Contingencies	1,910.00		
	\$ 66,150.00	\$ 51,665.02	\$ 103,350.12
<u>NAEB HEADQUARTERS (NAEB & KELLOGG)</u>			
Salaries and Wages ⁽²⁾	\$ 14,027.00	\$ 10,230.53	\$ 20,904.47 ⁽³⁾
Seminars, Travel, Research ⁽⁴⁾	19,200.00	5,119.91	17,790.69
Administrative Expenses	1,560.00	3,400.00	3,750.00 ⁽⁹⁾
Supplies and Expenses	4,700.00	7,385.96	11,210.96
Contingencies	(1,910.00)		
	\$ 39,487.00	\$ 26,136.40	\$ 53,656.12
<u>NAEB TAPE NETWORK (NAEB & KELLOGG)</u>			
Salaries and Wages ⁽²⁾	\$ 16,763.00	\$ 11,127.74	\$ 18,577.94
Travel	1,000.00	159.82	300.00
Administrative Expense	690.00	1,400.00	2,150.00 ⁽¹⁰⁾
Supplies and Expenses	6,300.00	12,841.06	28,466.06
Contingencies			
	\$ 26,753.00	\$ 25,223.62	\$ 49,694.00
	\$ 66,150.00	\$ 51,665.02	\$ 103,350.12
<u>BUDGET ANALYSES</u>			
<u>SALARIES AND WAGES:</u>			
Executive Director	\$ 10,790.00	\$ 6,216.63	\$ 10,383.28 ⁽¹¹⁾
Associate Director			2,700.00
Secretary	3,237.00	2,031.40	3,381.40
Network Manager	4,522.00	2,416.66	4,166.66
Traffic Manager	3,237.00	1,800.00	3,400.00
Shipping Manager	3,237.00	2,518.80	3,997.95
Duplicator Operators	3,885.00	3,189.52	4,759.52
Labor	1,882.00	1,508.03	3,576.03
RETIREMENT (EMPLOYERS CONTRIBUTION)		1,390.30	2,580.38 ⁽¹²⁾
WORKMAN'S COMPENSATION		286.92	537.19 ⁽¹²⁾
	\$ 30,790.00	\$ 21,358.27	\$ 39,482.41
<u>SUPPLIES AND EXPENSES</u>	\$ 12,000.00	\$ 20,227.02	\$ 39,677.02
<u>SEMINARS, CONFERENCES, RESEARCH</u>			
Seminar	\$ 5,500.00	\$ -	\$ 4,000.00 ⁽¹³⁾
Regional Meetings (two)	4,500.00	1,586.15 ⁽¹⁴⁾	4,000.00
Exec. Comm. (& Directors) Meetings	2,000.00	868.62	2,500.00 ⁽¹⁵⁾
Office(r) Travel	2,200.00	1,570.78	3,290.69 ⁽¹⁵⁾
NAEB Committees	1,500.00	1,254.18 ⁽¹⁶⁾	2,500.00 ⁽¹⁵⁾
Research	3,500.00		2,000.00
	\$ 19,200.00	\$ 5,279.73	\$ 18,290.69
<u>ADMINISTRATIVE EXPENSES</u>	\$ 2,250.00	\$ 4,800.00	\$ 5,900.00
<u>CONTINGENCIES</u>	\$ 1,910.00	\$ -	\$ -
<u>Totals, Analyses</u>	\$ 66,150.00	\$ 51,665.02	\$ 103,350.12
<u>INCOME</u>			
Headquarters (Project)	\$ 34,000.00		\$ 38,950.83 ⁽¹⁷⁾
NAEB Tape Network (Kellogg)	(11,500.00)		(26,500.00)
NAEB Tape Network (Fees)	(20,650.00)		(22,060.00)
NAEB Tape Network (Totals)	32,150.00		48,560.00
Other Expected Income			5,500.00 ⁽¹⁸⁾
	\$ 66,150.00		\$ 93,010.83
Total Expenses			\$ 103,350.12
Total Income			\$ 93,010.83
Deficit for 1953-54			10,339.29
Add Deficit for 1952-53			1,001.00
Total Deficit ^{LIKELY} as of 6/30/54			\$ 11,340.29*

*Subject to further economy measures and possible additional revenue.

FOOTNOTES

1. The revised budget was deemed essential when a study of expenditures for the first seven months indicated that original estimates for the year would not be sufficient. The various reasons for increased expenditures are indicated in the proper footnotes below. After accurately determining the break-down of expenses for the first seven months, the expenses for the last five months of the year were carefully projected, based on the current expanded operation. It was deemed necessary to indicate probable maximum expenditures, but it is hoped that further economy measures (as noted in (13), (14) and (16) below) will reduce the final annual expenditures considerably.

Part of the cause for spending more than expected is the multiplicity of organizations representing, or trying to create for themselves the status of representing, educational television broadcasters. In the face of the demands for services, and the number of organizations well-financed and eager to take over these services from NAEB, the NAEB has had to over-extend itself without delay, considering this a lesser evil than losing its status. The past nine months and the next eighteen months are and will be the critical period in this regard, and the NAEB must be prepared to take over the providing of essential services now provided in whole or in part by other, temporary organizations.

A large part of the anticipated deficit can be attributed to the big demand for new tape which had to be resolved immediately and which couldn't be postponed if network operation was to be maintained at the present level. Approximately \$7,000 was expended for tape in the first seven months, and, while it will help greatly, the \$3,000 earmarked for tape in the additional grant will only partly alleviate the situation.

It should be pointed out that Radio Station WILL and the Division of Communications at the University of Illinois have been doing everything within their power to help the NAEB avoid additional expense. Frank Schooley, Manager of WILL, has turned over additional office space to the NAEB, and WILL is buying approximately \$1000 worth of shelving for the NAEB tape network to use for badly needed tape storage and filing space.

In addition to this, member stations are trying to help the over-all situation by donating tapes to the network. This, of course, is in addition to the payment of their network assessment fees.

2. Includes Workman's Compensation and Retirement payments for all salaried employees.

Part of the increase in salaries and wages is due to the large labor turn-over at NAEB (terminal leaves, over-lapping of old and new employees, so that procedures can be properly learned, etc.) It is generally accepted in business that a large turn-over in labor force increases costs. The NAEB is faced with the same problem that faces all educational institutions in the matter of not being able to compete with private business in the matter of salaries and wages.

3. Includes \$2,950.83 salary (including above-mentioned payments) for Associate Director for four and one-half months (February 15 - June), leaving \$2,049.17 carried over to next fiscal year, at \$7,868.88 rate (\$7,200.00 salary; \$560.88 retirement; \$108.00 Workman's Compensation). Some personnel was also added to handle the approximately 60% increase in Headquarters and Network duplication, shipping and correspondence load as compared to last year.

4. Includes official travel of all NAEB officers and/or staff, and official meetings.
5. The amount allocated for Seminars, Travel and Research has been reduced to help absorb the increase in Expenses and Supplies.
6. Considerably increased over original budget, because of greatly increased demand for services, and volume of tapes and other materials handled. This also includes Capital Expenses (such as new Duplicator for \$10,000.00), and repair charges (old Duplicator repair \$2,000.00)
7. Includes \$278.37 for 1952-53 expenses paid from 1953-54 budget.
8. 5% Adm. charge for 1952-53 - \$2,525
" " " 1953-54 - 2,275
" " " New Grant -1,100
9. Includes: for 1952-53 - \$1700.00; for 1953-54 - \$1700.00; for new Grant \$350.00.
10. Includes: for 1952-53 - \$ 825.00; for 1953-54 - \$ 575.00; for new Grant \$750.00
11. Includes \$10,000.00 (actually \$9,999.96) salary for Skornia plus \$383.32 for overlap salary (June-July) of previous Executive Director.
12. Figured on basis of 7.7% for Retirement and 1.5% for Workman's Compensation.
13. A seminar for writers of in-school programs now being planned. To be held in St. Louis in June. It is hoped that actual amount spent for seminars can be held considerably below budgeted amount.
14. Represents amount spent on Region VI meeting held in Eugene, Oregon, October, 1953. This meeting was held at considerable less expense than anticipated and it is hoped that similar savings can be effected in the Region I meeting to be held later in the year.
15. Increase over original budget due to fact that certain sums in the additional grant were ear-marked for this purpose.
16. NAEB committees have been very active, and the number and frequency of committee meetings will have to be increased in the next few months if the expanded activity and services of the NAEB are to continue at the present level. The past few weeks have seen meetings of the In-School sub-committee and the Research committee. Meetings of the whole In-School committee and the Network Acceptance committee are planned for Columbus in advance of the Institute for Education by Radio-Television. Meetings of this sort are planned as an economy measure because most of the committee members will be attending the IERT anyway and the only expense that will accrue to the NAEB will be re-imbursement of committee members for one day's expenses in Columbus.
17. Carrying over \$2,049.17 to next fiscal year, as per note (2) above, reducing next year's grant by this amount.
18. Includes \$3,000.00 transferred from the NAEB General Fund (by action of the Board of Directors) to help absorb the extra expenses of expanded operation.

C. O. P. Y.

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

March 9, 1954

Dr. Harry J. Skornia, Executive Director
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

I hope I didn't promise you that I would be in town the week of March 15. I might have done so inasmuch as I did have a tentative trip scheduled which was cancelled. Then while I was away last week, not knowing of your letter of March 1, I reconfirmed commitments which will take me away the entire week probably beginning March 14. Unfortunately, I understand many other people from the Foundation are going to be away. I believe Dr. Morris is also leaving that week end for a month's holiday; otherwise, you would have the opportunity to see him.

I'm sorry about this but hope there will be another opportunity soon for you to see us at the Foundation.

Sincerely,

/s/ Robert VanDyke

Robert VanDyke

RVD/ms

COMMENT BY SKORNIA: C'est la vie! (Slightly edited version of earlier reaction).

NAEB Headquarters
3-11-54.

C O P Y

THE UNIVERSITY OF CHICAGO
CHICAGO 37, ILL.
THE DEPARTMENT OF EDUCATION

Office of the Chairman

March 13, 1954

Dr. Harry J. Skornia, Executive Director
National Association of
Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

You were thoughtful to write me this letter of February the 12th which has been forwarded from Battle Creek. I certainly appreciate your expressions of best wishes and support.

I will move to Battle Creek on May 1 and will begin my new work at that time. I hope that it will be possible for me to learn soon after that time more about the program which you conduct and I shall certainly want to visit with you in Urbana.

Sincerely and with best wishes,

/s/ Maurice F. Seay

Maurice F. Seay, Chairman
Department of Education

MFS:b

NAEB Headquarters
Copy Made 3-18-54.

March 9, 1954

Mr. Robert Van Duyn, Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Herewith the revised budget you requested, incorporating the new Kellogg grant and revising for the balance of the year.

We would appreciate having this report considered "confidential," and I am distributing copies only to the NAEB Executive Committee. I do feel that the generosity of the Kellogg Foundation and the peculiarly close relationship between the NAEB and the Foundation deserve all the detail provided in the footnotes, with recognizable frankness.

Before this report is formally reviewed by your organization, if that is necessary, I should like to discuss it with you orally, and answer any questions which may occur to you between receipt of this report and my visit there next week.

In view of the fact that the Center is holding a meeting at East Lansing concurrently with the NPAC meeting I'm attending there, but extending over through March 17, it appears that I will not now be able to visit you until rather late afternoon March 17. Will this be satisfactory? I shall be bringing my car to facilitate the transportation problem.

Under separate cover I am also forwarding to you revised lists of materials now available from NAEB and the first of several new TV operations reports of the sort made possible by Kellogg funds for committee operations. Before too long I also hope to forward to you the report of our Region VI meeting in Eugene, Oregon.

Warmest regards, and I shall expect to see you March 17, unless I hear from you (at the Kellogg Center at MSC) to the contrary.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms
Enclosure
cc: Executive Committee

materials mailed
3/9/54
n.s.

TO: Ausmus
Schooley
Hunter

From: Dunn

Date: 3/16/54

I am greatly disturbed by the financial condition of NAEB!

Skornia's latest report -- divorced from late releases of funds from Kellogg and FAE which only tend to muddle the picture -- indicates to me that we're in a much worse financial condition than when we met at Ames. God only knows what the condition will really be at the end of the fiscal year. This, too, despite the fact that we've practically drained the NAEB general treasury in a feeble effort to cover up some very appalling deficits.

This financial crisis of NAEB calls for drastic action and top consideration by the officers of the Association, even if everything else has to go by the boards.

You will recall, gentlemen, that one of the nasty insinuations about NAEB a few years back was to the effect that we were not a responsible organization. This latest fiasco, it appears, tends to prove that the accusations were right. All this despite the fact that we have had the University of Illinois financial watchdogs on guard.

The plain fact, gentlemen, is that WE HAVE SPENT MONEY WHEN WE DIDN'T HAVE IT TO SPEND. That, to put it bluntly, is gross maladministration on the part of someone. Apparently, we go merrily along, not stopping long enough to find out the REAL causes and fix the blame.

Now there are two ways in which this deficit may be wiped out: (1) A special assessment against all active members of NAEB; (2) by dipping into or pinching ear-marked funds that have been given us in good faith by either Kellogg or FAE.

Most of NAEB is made up of small operations, none of which is on too firm a financial foundation or whose relationships with their own administrations are none too stable. To assess a blanket \$100 against each active would theoretically get the job done but might leave us with few active members.

I don't believe we would be keeping faith with the foundations if we shortchange projects for which money has been given specifically. If I were in charge of a foundation that would be the last straw in my relations with NAEB.

There remains only one thing to do: admit our sins and humbly ask for help to pull us out of the red for I don't believe that sufficient economy measures can be put into effect to do much good.

The damage has been done and apparently nothing has been done to prevent the same thing from recurring. Overspending our budget MUST BE STOPPED AT ONCE even if some heads must roll. That's what budgets are for: to guide organizations in their expenditures.

Therefore, I shall insist at the Columbus meeting of the Executive Committee that certain specific recommendations be made to the Board of Directors:

1. That NOW and in the FUTURE the NAEB BUDGET be set and strictly followed.
2. That no deviation from the budget be allowed except by Executive Committee action and then only to be sanctioned by the Board (by mail if necessary).
3. That NAEB Funds shall be released for expenditure by quarterly allotments. Example: If you have a budget of \$100,000, you can get only \$25,000 each quarter. Said allotment for each quarter would be determined by action of the Executive Committee. If the University of Illinois does not wish to work with us on this plan, then I suggest we go where we can get cooperation.
4. It should be stressed most emphatically to the Executive Director of NAEB and other responsible officers that it is their duty to see to it that the NAEB budget is followed to the letter and they are to be held personally responsible for any deficits.

When the allotment for each quarter runs out, we're out of money. Only by special action may any portion of a subsequent quarter's allotment be used. Gentlemen, it would make those who spend the money stop and think before the bottom of the barrel is scraped.

In the operation of the NAEB Tape Network, I am of the opinion that some radical changes will have to take place.

In the first place, it takes just as much money to service WNAD as it does WHA or WNAS (10w).

I know that the theory has been we should charge according to the power of the station. But that is an erroneous basis because power is not necessarily a criterion of ability to pay.

Furthermore, for a great number of us, the Tape Network is a programming adjunct — something nice to have and distinctive but in a pinch we could do without as we did for so many, many years. For a lot of NAEbers, the Tape Network programs represents the programming of the station....period! Without the tape network, they would be lost; the network is a crutch on which they lean heavily, not exploring any of their local programming potentials. A

Again, I say that POWER should not be the basis of service charges for the Tape Network. I know a howl will be raised in many quarters, but I believe the time has come for us to be realistic about this whole matter. The so-called lower powered stations are getting a valuable service much too cheaply.

You may or may not read this memorandum. I don't consider myself one of the fair haired boys of NAEB with super-duper intelligence. But I do think I've got a little common sense which I hope is reflected in the above paragraphs. Toss it in the wastepaper basket, boys, or you can THINK about what I've said -- just a little.

UNIVERSITY RETIREMENT SYSTEM OF ILLINOIS

305 ADMINISTRATION BUILDING

URBANA, ILLINOIS

OFFICERS OF THE BOARD

ROYAL A. STIPES, Jr., President
17 Taylor Street
Champaign

EDWARD S. GIBALA, Secretary
305 Administration Building
Urbana

~~HERBERT O. FARBER, ACTING COMPTROLLER~~

~~Herb Moyer, Comptroller~~
354 Administration Building
Urbana

MERWIN Q. LYTLE, Treasurer
Harris Trust and Savings Bank
Chicago 90

Telephone: 7-6611, Extension 541

March 19, 1954

Professor Frank E. Schooley
504 West Springfield Avenue
Champaign, Illinois

Dear Professor Schooley:

Mr. R. A. Stipes, President of the Retirement Board indicated that he recently discussed with you the problem of hiring and certifying to the Retirement System, persons who are over age 55 or who are physically handicapped. This problem has been considered by the Retirement Board at various times since the System was established in 1941. In 1945, the Board suggested that persons who were rated risk not acceptable or who were over age 55 at time of employment not be given permanent and continuous employment in order that they would not be eligible for participation in the Retirement System.

This suggestion by the Retirement Board resulted in refusal by Employers to offer permanent employment to those persons who were physically handicapped and to those who had attained age 55. Mr. Stipes recognized that continuation of this policy was not desirable so in March, 1953, he suggested the following amendments to the Retirement Act in order that Employers would be free to hire physically handicapped persons and those over age 55 without throwing the risk of excessive liability on the Retirement System:

1. Provide that those persons certified to the Retirement System after age 58 would receive Retirement Benefits but would not be eligible for Additional Death Benefits or Disability Benefits.
2. Provide that the System should not be liable for death or disability which is a result of a condition which existed on the date the Employee became a Participant.
3. Provide a waiting period of one year before an Employee is eligible to be certified to the Retirement System.

It was the opinion of Mr. Stipes and many of the heads of the institutions covered by the Retirement Act that it was better to provide employment for such people with Retirement Benefits and to deny death and disability benefits than to continue under the past policy of denying permanent employment with a resulting loss of all benefits.

Professor Frank E. Schooley

-2-

March 19, 1954

I feel sure that the handicapped person would be only too happy to waive the death and disability benefit protection under the present provisions of the Retirement Act if this were possible in order to secure employment on a permanent basis. Since a person cannot legally waive benefits under the Act, the above amendments to the Act were submitted to the University of Illinois Committee on Retirement for consideration. This Committee failed to act favorably on any of the proposals during the 1953 session of the General Assembly. This matter will again be considered by the Committee on Retirement prior to the 1955 session of the General Assembly.

I will be glad to discuss this or other retirement matters with you at your convenience and would appreciate any suggestions which you may have which may be presented to the Committee on Retirement.

Very truly yours,

Edward S. Gibala

Edward S. Gibala
Secretary

ESG:lc

Kellogg

Ausmus

March 23, 1954

Mr. Graydon Ausmus
Box 2002
University of Alabama
University, Alabama

Dear Graydon:

I'm afraid I've been sending you so much that you didn't notice that I was unable to see Van Duyn. If and when I have a reaction to the budget revision sent him, I'll let you know. We are preparing the budget proposal for Columbus now. As I read the various comments on this year's situation, and John Dunn's suggestion, I get the impression that a number of people feel that we have this year been somewhat extravagant or careless. I resent this implication a little.

When I came on the job, we were committed to the distribution of the Interlochen series. This cost us at least \$3,000.00. We inherited a deficit, including last year's unpaid administrative cost of \$3,800.00. The office expense item listed in the original Kellogg grant from which this year's budget was prepared, listed office expenses as \$1,500.00 a year. We are spending almost that much per month on postage, duplicating, telephone and telegraph alone. The annual total can be no less than \$11,000.00. I do not mean to appear irritated on this point, but do feel that any effort to prescribe whether we operate on an annual or a quarter-annual basis is completely irrelevant in this instance and that I am perfectly capable of administering budgets without exceeding them once I have a part in making them cut in the first place. I believe the budget proposal we will bring in for next year will make some sense on this score, but I do call attention to the fact that it will have to be cut down sharply on seminar and travel expenses in view of the size of fixed items for daily expense.

Please note the attached letter with regard to our own secretarial situation.

Attached (or already mailed) are also copies of letters in which I sent our regrets. The last three weeks have been murder, as far as travel is concerned, and I knew they would be. Normally this schedule is not this bad, and you may be sure that I will keep it to a minimum. My efforts to secure regional representation will be continued, although they are not as often successful as I wish they were.

Mr. Graydon Ausmus

-2-

March 23, 1954

We will get on the Goals and Purposes of the NAEB as soon as possible. We will have a version ready for Columbus.

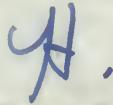
On the space matter, I would not like to think of moving, since moving is always a very expensive business in itself. I don't expect to be in Washington for some time, so I suggest that you look into the NEA housing possibilities by correspondence, as you suggest in your letter of March 19. I talked to Ann Hyer about it in Chicago a couple of weeks ago, but got only general information, since she could not indicate what space was or could be made available.

I'm working on the effort to get both the placement and engineering service going as soon as possible. Unfortunately the woman whom we had expected to carry on the placement service declined to take it on when we were on the point of setting it up. We are now looking for other candidates. The work load at Headquarters is not such as to invite too many people. It has a way of scaring off anyone who isn't looking for a very busy future.

I didn't know that you had expected me to preside at the NAEB luncheon. I shall however be proud and happy to do so and I am arranging this and other details, at once. You will be receiving copies of all my correspondence and arrangements on this. I'll also get you plenty of material on Streibert before the time to introduce him comes up. He has promised me a packet for publicity purposes, and I shall nudge him today on this matter.

All the best.

Sincerely,



Harry J. Skornia
Executive Director

HJS:ms

Enclosure

April 16, 1954

Mr. Robert G. VanDuyn
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

I have noted with keen interest the brochure on "The W. K. Kellogg Foundation." Many thanks for sending it to me.

I am deeply sorry that it was not possible for you to meet with us last week in Columbus. It would have done our souls good to have you present and I am sure would have done your heart good. The battles are still formidable and at times the outlook is discouraging, but in the long run I think we should come through all right.

Sincerely yours,

Frank E. Schooley
Treasurer

FES:js

RECEIVED
RADIO & TELEVISION
APR 14 8 AM 1955
WILLIAM MED
SCHOOL OF MASS
UNIVERSITY OF ILLINOIS

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

April 12, 1954

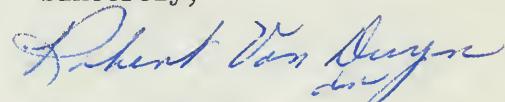
Mr. Frank E. Schooley, Treasurer
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

In response to many requests received for information concerning the structure and activities of the Foundation, a brief brochure "The W. K. Kellogg Foundation" was recently issued.

It occurred to me that you might be interested in seeing the brochure, a copy of which is enclosed.

Sincerely,



Robert VanDuyne

RVD/dr

CONFIDENTIAL

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

April 19, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

Herewith the data for the request to Kellogg. In view of the heavy traffic (our phone calls you to me or vice versa run to an average of \$15.00 each), duplicating (TV Operations Committee, Research, Engineering), and Columbus expenses (suite, exhibit, pictures) and various other items, our deficit will as at present run to approximately \$11,000.00 if we receive the \$3,000.00 tentatively approved for transfer from Schooley. If we don't get this \$3,000.00 the deficit will be around \$14,000.00 at the present rate, according to Harold Hill's latest careful check. Many or most of these expenses are due to the feeling of all responsible that the NAEB must "stay in there" swinging. Committee reports, particularly, are piling up at a rapid rate for processing & secretarial handling, which prevents the staff reduction anticipated. (We had earlier counted on having a secretary provided for in the FAE Engineer Grant, on the job to reduce the need for Kellogg-financed ones, which also accounts for some of the heavy load). So, for deficit for the year: \$14,000.00 if no \$3,000.00 from Schooley; \$11,000.00 if we get the \$3,000.00 (which does include Headquarters expenses for Newsletter (\$1,000.00; printing, stationery, calling cards, etc. \$1,000.00; lettering membership certificates, magazines, clipping service, books, reprints, etc. for Newsletter use, and Christmas cards another \$500.00 or so; plus expenses for travel, materials for, and shipments to Fulbrights of another \$200.00 to \$300.00, to mention only the principal expenses which come to mind).

For publications, in order to be able to give many of the Kellogg-financed activities (committee reports, regional meetings, network and organizational brochures) the format and distribution they deserve, comparable to that given FAE-sponsored projects which in each case provide adequate funds for publication, the following estimate:

For neat notebooks for members, dividers and printed heading report paper comparable to that of JCET: \$2,000.00.

For publication of the following reports, the following estimates:

TV Operations Committee report: \$2,000.00.
NAEB Engineering Committee Reports \$1,800.00.
NAEB Research Committee Reports \$1,500.00.
NAEB legal and rights service brochures \$1,100.00.
Region VI Conference Minutes (including talks by Castell, Newburn, etc.) \$2,000.00.
Next two region reports, at \$2,000.00, total \$4,000.00.

Mr. Graydon Ausrus

-2-

April 19, 1954

NAEB and network promotion brochures, \$1,700.00.
Other Committee reports for 1954-55, \$3,000.00.
Total for printing and publications (not including distribution costs)
\$19,100.00.

These are realistic figures based on the costs of publication of FAE-financed TV Production Workshop (\$1,300.00 plus editing fee to Stasheff) and comparable items. I think we should avoid giving the impression that we could do this for less, or much less, or we'll be behind an increasingly high 8-ball deficit.

Total, at the outside, in case of a consolidated request, \$19,100.00 plus \$14,000.00, or \$33,000.00. I recall your saying that Van Duyn had indicated that Kellogg would appreciate our coming to them first on such things. Undramatic as it may look, I think the steps which these funds would enable the NAEB to take would definitely establish the organization in the position it deserves and is achieving.

Personally, rather than requesting these funds on a piecemeal basis as another extra grant, I believe I'd be inclined to favor requesting all of them as extra funds for next year, adding to the \$50,500.00 sum we are now scheduled to get (original agreement \$40,500.00; Associate Director \$8,000.00; plus increased travel funds \$2,000.00). The consolidated total, to cover getting the NAEB on top of all these needs would then be \$83,600.00.

Believe me, I did not expect to come up with this figure. But looking at the accumulation of fine material in the miserable form it's now in, I thought I should get this to you in as honest and forthright a fashion as possible. As Committee reports come in, this does not provide for publishing all: only about two of the best each year.

Let me know what else you'd like me to do on this. Will send to the Directors as information, or for whatever you may want to call on them for. This will still mean we're running a lot more than JCET or NCCET for a lot less money per year.

Sincerely,

Harry

Harry J. Skornia
Executive Director

cc: NAEB Officers only

HJS:mbh

Kellogg
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

14 Gregory Hall
Urbana, Illinois

April 23, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

On behalf of the National Association of Educational Broadcasters, I am delighted to accept the conditions of a grant to the University of Illinois to carry forward the work of NAEB during the next three years as outlined in your letter of February 23, 1956, to Doctor Harry J. Skornia, NAEB Executive Director.

I have been authorized by the NAEP Board of Directors to accept the conditions and to express to the W. K. Kellogg Foundation our sincere appreciation for its indicated willingness to help us in the educational broadcasting endeavors during the coming three year period.

President Henry has also indicated his approval of the grant from the W. K. Kellogg Foundation to the University for the NAEB program as outlined in your letter of February 23. You will hear directly from him.

May I add a personal note of thanks to you and President Morris for your interest in our behalf.

Sincerely yours,

Frank E. Schoenley
President

FES:ou

cc: President D. D. Henry
Provost H. Larsen
Director F. S. Siebert
Dr. H. J. Skornia

Schooley

(for discussion
with Van Duzen)
if needed

Status of NAEB Budget at
end of First Ten Months

Cash Balance, May 1, 1954	\$ 9,959.70
Less: Reserve for Associate Director's Salary	<u>2,049.17</u>
Balance available for operation	\$ 7,910.53

Estimated Expenditures for May and June:

(Based on expenditures of first 10 months
and what expenses can be anticipated)

Headquarters Salaries and Wages	\$ 3,000.00
Network Salaries and Wages	<u>3,000.00</u>
Travel, Research and Seminars	
General Headquarters travel	600.00
Research Committee Expense	200.00
In-School Writers' Seminar	<u>2,000.00</u>
Headquarters Supplies and Expenses	2,800.00
Network Supplies and Expenses	1,500.00
General	1,800.00
Duplicator Idlers	300.00
Duplicator Repair (not yet billed)	<u>2,000.00</u>
Total Estimated Expenditures for May and June	<u>\$14,400.00</u>

Pending Deficit	\$6,489.47
Less funds being transferred from NAEB Treasury	<u>3,000.00</u>
Anticipated deficit as of 6/30/54	\$3,489.47

W. K. KELLOGG

Regular Grant Renewal Request
(Outline)

Headquarters, as per original grant	\$ 34,000.00
Headquarters, as per additional grant of February, 1954	10,000.00
Network, as per original grant	<u>6,500.00</u>
Total	\$ 50,500.00
(Minus, unless other use approved, unexpended Associate Director funds)	<u>(2,049.17)</u>
(Grant, if above item deducted)	(\$ 48,450.83)

227 Gregory Hall
May 21, 1954

Mr. C. H. Pratt:

Will you please transfer at the end of each month the overdraft from the Trust Kellogg Foundation Tape Network account to the NAEB Broadcast Revolving account, until such time as additional funds are forthcoming from the W. K. Kellogg Foundation for the trust account.

Frank E. Schooley

FES/be
cc: Harry J. Skornia ✓

Frank Schodley

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

May 25, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

Would conference with Van Duyn (or others at Kellogg?) be before or after submitting request to include new money. Do you have any items to include other than those I listed in letters to you?

I hereby concur in belief that you should request conference, for you and me with him, whether or not it is Alabama.

Scholarships, etc. (first three requests) approved. Waiting confirmation wire to send announcements on their way.

Regards,

Harry J. Skornia
Executive Director

HJS:we

cc: Executive Committee

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



RECORDED
RECORDED

MAIL ROOM

May 27, 1954

Graydon Ausmus, President
National Association of Educational Broadcasters
University of Alabama
University, Alabama

Dear Graydon:

In answer to your request for reaction concerning the conference with Bob VanDyke early in June, I suggest that you make arrangements for such a conference and proceed to set it up at whatever time is possible.

Sincerely,

Armand L. Hunter
Secretary

ALH/hsa

cc: Executive Committee

Exhibit I

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 FINANCIAL STATEMENT
 May 31, 1954
 (For first 11 months of fiscal year, 1953-54)

	Kellogg Trust Fund	NAEB Revolving(1)	Total
Balance, July 1, 1953(Per 1952-53 Report)	\$ 6,547.79	\$ 5,546.79	\$ 1,001.00
Revolving balance trans. to Trust Fund	<u>5,546.79</u>	<u>-5,546.79</u>	
Receipts (see budget, attached)	\$ 1,001.00	-	\$ 1,001.00
Total Balance and Receipts	<u>67,500.00</u>	<u>25,783.70</u>	<u>23,283.70</u>
Expenditures, per attached report	66,499.00	25,783.70	92,282.70
Balance, May 31, 1954	<u>70,399.22</u>	<u>14,424.85</u>	<u>84,824.07</u>
	\$ 3,900.22	11,358.85	\$ 7,458.63

*Deduct (deficit)

(1) This is the account which has been set up, under University of Illinois requirements, for Network Assessment Fees and other income accruing to the NAEB Headquarters and Network. At the end of the fiscal year any balance in this account will be transferred to the Trust account to absorb the deficit in that account.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE PERIOD
 July 1, 1953 to May 31, 1954

Summary (Detail Attached)

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Salaries and Wages (1)	\$ 35,790.00	\$ 34,074.58	\$ 1,715.42
Seminars, Travel, Research	21,200.00	8,584.58	12,615.42
Supplies and Expenses	27,000.00	36,264.91	*9,264.91
Administrative Expenses	2,250.00	5,900.00	*3,650.00
Contingencies	1,910.00	-	1,910.00
Total	\$ 88,150.00(2)	\$ 84,824.07	\$ 3,325.93(2)

* Deduct (deficit)

(1) Employer's Contribution to Retirement Fund (7.7%) and Workmen's Compensation (1.5%) are included.

(2) Actual income was \$93,283.70. This, and the \$1,001.00 deficit at the start of the year, accounts for the discrepancy between above balance and actual cash position on May 31, 1954, shown on previous page.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE PERIOD
 July 1, 1953 to May 31, 1954

Salaries and Wages

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Executive Director	\$ 10,790.00	\$ 8,337.51(1)	\$ 2,452.49
Associate Director	5,000.00	2,100.00	2,900.00
Secretary	3,237.00	3,189.57	47.43
Network Manager	4,522.00	3,816.66	705.34
Traffic Manager	3,237.00	3,105.00	132.00
Shipping Manager	3,237.00	3,810.09	*573.09
Duplicator Operators	3,885.00	4,394.01	*509.01
Labor	1,882.00	2,655.68	*773.68
Retirement (Employer's Contribution)(2)	-	2,203.56	*2,203.56
Workmen's Compensation (2)	-	462.50	*462.50
	<u>\$ 32,790.00</u>	<u>\$ 34,074.58</u>	<u>\$ 1,715.42</u>

* Deduct

- (1) Total salary actually paid present Director is \$9,166.63. Balance paid by School of Journalism and Communications, University of Illinois, for teaching a graduate seminar. Above figure also includes fee paid to former Executive Director for the months of June and July, 1953.
- (2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget and were not set up as separate items.

Supplies and Expenses

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Mailing, Express, Freight		\$ 6,595.72	
Equipment (Incl. replacement parts, repairs and alterations)		2,624.90	
Office & Misc. Network Supplies & Exp.		1,171.60	
Publications, Clipping Service		401.25	
Telephone & Telegraph		1,592.48	
Printing & Art Work		2,095.22	
Stenographic Bureau (Mimeographing)		2,249.54	
Shipping Materials		407.94	
Customs		108.00	
Hauling		109.23	
Recording Service		530.97	
Tapes (Incl. replacement boxes, reels)		7,223.06	
Professional Services		500.00	
New Duplicator, Repair of Old Duplicator, Replacement Parts	<u>\$ 11,600.00</u>		
		<u>37,209.91</u>	
Less: Expense incurred in 1952-53, reimbursed in 1953-54	<u>\$ 27,000.00</u>	<u>945.00</u>	<u>\$ *9,264.91</u>

* Deduct (deficit)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE PERIOD
 July 1, 1953 to May 31, 1954

Seminars, Travel, Research

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Seminars	\$ 5,500.00	\$ 23.95(1)	\$ 5,476.05
Regional Meetings	4,500.00	1,669.07(1)	2,830.93
Meet. Com. (or Directors') Meetings	2,000.00	1,720.46	279.54
Office(r) Travel	3,200.00	2,548.60	651.40
NAB Committees	2,500.00	1,975.00	525.00
Research	<u>3,500.00</u>	<u>647.50</u>	<u>2,852.50</u>
	<u>21,200.00</u>	<u>\$ 8,584.58</u>	<u>\$ 12,615.42</u>

(1) Expenses not yet in: Regional meeting minutes awaiting publication, Seminar vouchers due in June.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 BUDGET 1953-54

BUDGET SUMMARY:

Salaries & Wages
 Seminar, Travel, Research
 Supplies & Expenses
 Administrative Expenses
 Contingencies

<u>Original Budget</u>	<u>As Amended Upon Receipt of Subsidiary Grant</u>
\$ 30,790.00	\$ 35,790.00
19,200.00	21,200.00
12,000.00	27,000.00
2,250.00(1)	2,250.00(1)
1,910.00(1)	1,910.00(1)
<u>66,150.00</u>	<u>88,150.00</u>

NAEB HEADQUARTERS:

Salaries & Wages
 Seminar, Research, Travel
 Supplies & Expenses
 Administrative Expenses
 Contingencies

\$ 14,027.00	\$ 19,027.00
18,200.00	20,200.00
5,700.00	5,700.00
1,560.00	1,560.00
1,910.00	1,910.00
<u>41,397.00</u>	<u>8,397.00</u>

NAEB NETWORK:

Salaries & Wages
 Travel
 Supplies & Expenses
 Administrative Expenses

\$ 16,763.00	\$ 16,763.00
1,000.00	1,000.00
6,300.00	21,300.00
690.00	690.00
<u>24,753.00</u>	<u>39,753.00</u>

BUDGET ANALYSIS:

SALARIES & WAGES:

Executive Director
 Associate Director
 Secretary
 Network Manager
 Traffic Manager
 Shipping Manager
 Duplicator Operators
 Labor
 Retirement (Employer's Contribution) (2)
 Workmen's Compensation(2)

\$ 10,790.00	\$ 10,790.00
-	5,000.00
3,237.00	3,237.00
4,522.00	4,522.00
3,237.00	3,237.00
3,237.00	3,237.00
3,885.00	3,885.00
1,882.00	1,882.00
-	-
-	-
<u>\$ 30,790.00</u>	<u>\$ 35,790.00</u>

SUPPLIES & EXPENSES

SEMINARS, TRAVEL, RESEARCH:

Seminars
 Regional Meetings
 Exec. Com. (& Directors') Meetings
 Office(r) Travel
 N/E/B Committees
 Research

\$ 5,500.00	\$ 5,500.00
4,500.00	4,500.00
2,000.00	2,000.00
2,200.00	3,200.00
1,500.00	2,500.00
3,500.00	3,500.00
<u>\$ 19,200.00</u>	<u>\$ 21,200.00</u>
\$ 2,250.00	\$ 2,250.00
1,910.00	1,910.00
<u>66,150.00</u>	<u>88,150.00</u>

ADMINISTRATIVE EXPENSES

CONTINGENCIES

TOTALS, ANALYSES

- (1) No allowance was made in budget for 1952-53 Administrative Expenses which were charged this year, nor was any allowance made in the Subsidiary Grant for Administrative Expenses on the Subsidiary Grant. The contingency fund was used to partially cover these items.
- (2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget, and not set up as separate items.

RECEIPTS

	<u>ORIGINAL BUDGET</u>	<u>REVISED BUDGET</u>	<u>ACTUAL</u>
Headquarters (Kellogg)	\$ 34,000.00	\$ 41,000.00	\$ 41,000.00
Tape Network (Kellogg)	(11,500.00)	(26,500.00)	(26,500.00)
Tape Network (Fees)	(20,650.00)	(20,650.00)	(20,491.00)
Tape Network (Totals)	32.150.00	47.150.00	46,991.00
Other Income (1)			5,292.70
	<u>\$ 66,150.00</u>	<u>\$ 88,150.00</u>	<u>\$ 93,283.70</u>

(1) Other Income:

From NAEB Treasury	\$ 3,000.00
Sale of Publications	579.00
Tapes, sold, rented, dubbed	212.00
Reimbursable Services	1,470.20
Miscellaneous	<u>31.50</u>
	\$ 5,292.70

AIR MAIL SPECIAL DELIVERY

June 4, 1954

Mr. Robert Van Duyn
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Mr. Van Duyn:

As explained to you orally earlier, it now appears that the deficit with which we shall end the year will be approximately \$3,550.00 (\$1,500.00 plus \$2,049.17 remaining of the grant made for the salary of the Associate Director. This balance is due to the fact that Mr. Harold Hill assumed this position later than the grant allowed for).

(NOTE: Reduction of the earlier anticipated deficit to this amount is due to several events and steps: publications were considerably curtailed; Headquarters and Network staff were reduced; anticipated expansion of network offerings were held in abeyance; billing for all special postage and handling expenses; performance by Mr. Hill and myself of proof-reading and other numerous tasks which we previously or normally would hire out; I was able, by teaching one course in addition to my other duties, to earn something over \$1,300.00 which reduced by that amount the producing; to this extent none of this sum being retained by me. Finally, the expected Region I Conference, planned for, did not materialize, and (only one Regional meeting was held. (and the NED turned over to the Kellogg budget their \$3,000.00 balance, to cut down the Kellogg budget deficit).

This note is to request permission to use the \$2,049.17 referred to above for general expenses purposes, thereby reducing the anticipated 1953-54 fiscal year budget deficit to approximately \$1,500.00, which it is expected, can be absorbed in next year's budget. This sum (\$2,049.17) has been, and will be, scrupulously preserved from use for other purposes, pending receipt of the permission requested above.

Mr. Robert Van Duyne

Page 2

June 4, 1954

If such permission is not or can not be granted, this sum should be deducted from the next grant payment check sent by the W. K. Kellogg Foundation for use of the Kellogg NAEB Project.

Respectfully,

Harry J. Skornia
Executive Director

H.S.C.

June 5, 1954

National Association of Educational Broadcasters

General Report to

The W. K. Kellogg Foundation

(DRAFT)

outline

General

The year 1953-54 has been one of increased growth and activity for the NAEB.

Service to members and non-members in educational radio and television expanded during the year, and the membership of the NAEB increased by approximately 16 per cent.

For the purposes of this report the activities and achievements of the NAEB during the past year have been categorized for convenience of reference.

Committee Activities

most valuable (C) Committees of the NAEB continued to be increasingly active. All of the committees held meetings at the annual convention held last October at Norman, Oklahoma, and carried on committee functions throughout the year by correspondence. In addition, several of the committees were able to have additional meetings during the year. The work of some of the committees warrants special mention at this time.

The Television Operations Committee conducted a series of six studies into

educational television organization and activities on the part of member institutions. These studies were combined into a report which is attached to this report as Appendix A. This report was distributed to all groups planning educational television stations. The committee is currently gathering information for another report dealing with the important problem of policies governing compensation for faculty members who participate on educational television programs.

The Constitution Committee has spent a great deal of time on a re-evaluation and study of the NAEB Constitution. ~~They have~~ ^{It has} consequently formulated definite proposals for changes in the Constitution. These changes will soon be submitted to the membership for consideration in time for a vote at the October Convention.

The Engineering Committee has been exceedingly active this past year, and, under the leadership of Chairman Carl Menzer, Director of Radio Station WSUI, has made several valuable contributions to the work of the NAEB. The committee prepared four engineering reports which were distributed to all members. These reports were:

Operating Techniques for Video Recorders, by Keith K. Ketcham and Herbert T. Krajewski, July, 1953. (See Appendix B)

Engineering Operations Problems Based on Three Years of Television Operation, November, 1953. (See Appendix C)

The Theory of Video Recording, Joseph W. Balcher, March, 1954. (See Appendix D)

NAEB Tape Recording, by Carl Menzer, May, 1954 (See Appendix E)

Mr. Menzer also made a comparative technical study of magnetic recording tapes in order to determine which would be the best and most economical for use by the NAEB Tape Network. (See Appendix F)

The Engineering Committee was also very active in screening applicants for the position of NAEB Engineer, a new position made possible by a special grant from the Fund for Adult Education.

The Publications Committee has begun to work out procedures to assist the NAEB Headquarters staff in the editorial preparation of the many reports and studies that have been released during the year. It is currently working on a report of the Region VI Conference which should be available in the near future.

The Public Relations Committee has been very active in securing the best possible publicity for the NAEB and its activities. The success of this committee has been largely due to the unstinting efforts of its chairman, Mr. Seymour N. Siegel.

The Research Committee conducted a survey of pay scales in educational stations and prepared a report based on the findings. (See Appendix G) They also prepared coverage maps showing the extent to which educational stations blanket a great

portion of the country. This committee is currently engaged in a study of the "man-power" resources of educational broadcasting, a study of the impact of the Tape Network, and other significant projects. It is hoped that the results of the first of these studies will enable the NAEB to provide members with a list of experts in the various fields of broadcasting whom they can call upon for advice and consultation. This will be done on a regional basis, so that the best men in each field will be readily available for consultation without a great deal of travel and expense being involved. The need for a study of the Network's impact over the past three years is equally essential.

The Network Acceptance Committee and the In-School Program Committee have been invaluable in the operation of the NAEB Network. These two committees are charged with the responsibility for screening the many programs that are submitted for possible use on the network. During this year these two committees have auditioned a total of 115 program series. (See The NAEB Network section below for more detailed description of new functions of this committee.)

The International Relations Committee has continued throughout the year to arrange for outstanding programs from other countries to be made available to the NAEB Network. A total of ten series, constituting 109½ hours of programming, were provided. The work of this committee has undoubtedly done a great deal to bring

to listeners of these programs a better understanding of the cultures of other countries. Our "indebtedness" to other countries program-wise, is, however, becoming a problem about which the NAEB must be increasingly self-conscious.

Membership

At the present time, the NAEB has 235 members, an increase of approximately 16 per cent over one year ago when the membership totaled 202. This increased interest in the activities of the NAEB speaks well for the services that are being rendered to the membership. The current membership is made up as follows:

Active members	113
Radio	105
Television	8
Associate members	97
Radio	95
Television	2
Affiliate members	25

Seminars and Meetings

During the past year another regional meeting was held. This meeting was held in Eugene, Oregon, in October, 1953, and approximately 40 representatives from member institutions in Region VI were in attendance. The report of this meeting is now being edited by the Publications Committee and will be transmitted

as soon as available. A second regional meeting, for Region I (East Coast) was cancelled too late to replace before the fiscal year ended.

This month (June, 1954) a seminar for writers of in-school programs is being held in St. Louis, Missouri, under the leadership of Professor Edward Stasheff of the University of Michigan. This seminar will provide an intensive training session which will be invaluable in up-grading the general level of programs that are broadcast by member stations for in-school audiences, and developing projects for new series of in-school programs.

Grants-in-Aid

During the year, the NAEB administered a grants-in-aid program for eight radio and six television program series. The grant of \$80,000.00 was made to the NAEB by the Educational Television and Radio Center.

Associate Director

During the year a special grant was made to the NAEB by the W. K. Kellogg Foundation for the purpose of hiring an Associate Director. The addition of this position to the Headquarters staff made it possible to expand the services that Headquarters was able to offer to educational broadcasters.

The Fund for Adult Education

Through grants from the FAE, the NAEB was able to establish three new services:

1) An Educational Television and Radio Placement Service, with a full-time person in charge; 2) An engineering service, with a full-time television engineer; and 3) a management relations service, with the part-time services of Mr. Maurice Novik, well known radio-television consultant. Other services made possible by FAE grants were an Educational Television Production Workshop, held last summer at the University of Illinois, and another (the fourth annual) New York Television Monitoring Study. Of course, none of this would have been possible if the W. K. Kellogg Foundation had not originally provided the funds for the establishment of a permanent NAEB Headquarters. Without this permanent organization, these additional services would have been impossible to provide.

General Services

One of the most important, but least heralded, aspects of the work of the NAEB, is the day to day activities of the Headquarters. These include many services to both members and non-members, such as the publishing of the committee reports mentioned earlier, answering requests for information and advice, distribution of informational materials, the publication of the monthly Newsletter, and and many more. A copy of the latest Newsletter is attached as Appendix H, and Appendix I lists the more important materials that have been sent out with the Newsletter during the year.

The NAEB Network

One of the most important functions of the NAEB is the operation of the *Radio*
(Tape) Network. Through the facilities of the network, the best in educational pro-
gramming is made available to members. This not only allows the member stations
to present outstanding programs from other stations, but through the time relief
factor, allows each station to devote more time to the preparation of better
programs. The value of this service is illustrated by the steady growth of the
network, even in the face of rising assessment fees, coupled with a general
reluctance on the part of institutional administrations to grant budget increases
necessary to meet this and other rising costs of operating an educational station.

As of July 1, 1953, there were 85 stations using the network. With the
increase in assessment fees that same month, an increase ranging from 33% to
84%, 23 members were forced, for financial reasons, to drop out of the network,
reducing the number to 62. However, this number has increased until it is now
back up to 82. This increase has been brought about by two factors: 1) New
members joining the network, and 2) Many of those who had originally dropped
out, re-joining the network due to a realization that such membership was vital
to them, regardless of the increased cost.

A different method of selecting program series for use on the network was

instituted this year. In the past the Network Acceptance Committee was used only when the Headquarters staff was too busy to audition all program submitted, or when there was any question about the merit of a given program. However, this year, all program series submitted to the network have been auditioned, and the selection made, by the committee. This has resulted in a more satisfactory operation and has brought about a general up-grading of programs offered by the network. This procedure has also resulted in the need and use of more tapes, because so many are required to send audition copies to the several members of the committee.

This year, through a special grant from the W. K. Kellogg Foundation, the NAB was able to purchase a new mass duplicator and, also, to have the original duplicator returned to the manufacturer for badly needed repairs. The new duplicator, plus improved operation of the old one, has resulted in better service to the network members. It has increased the number of tapes that can be handled and has assured a better technical quality. Without this special grant the operations of the network would have been greatly hampered. This special grant also included funds for the purchase of approximately 1,000 new tapes which were badly needed and are now already in use.

Appendices J, K, and L give evidence of the expanded activities of the network and show the present tape status.

LIST OF APPENDICES

- A. Survey of Educational Television Stations, Television Operations Committee Reports #1 - #6
- B. Operating Techniques for Video Recorders, Engineering Committee Report #3
- C. Engineering Operations Problems Based on Three Year of (TV) Operation, Engineering Report #4
- D. The Theory of Video Recording, Engineering Report #5
- E. NAEB Tape Recording, Engineering Report #6
- F. NAEB Report on the Characteristics of Recording Tape
- G. A Financial Analysis of Fifty-four Educational Stations
- H. NAEB Newsletter, May, 1954
- I. List of materials mailed with the Newsletter.
- J. Series Distributed by the NAEB Tape Network and Their Utilisation with Supplement #1
- K. Table I: Number of Series and Network Hours from Various Sources
Table II: Number of Series and Network Hours per Type of Program
- L. NAEB Network Tape Status as of April 30, 1954
Letter from John Holt to Richard Hill

File - Kellogg

AIR MAIL - SPECIAL DELIVERY

CONFIDENTIAL

June 9, 1954

Mr. Graydon ~~Audience~~
Radio Station WQAA
University of Alabama
University, Alabama

Dear Graydon:

Herewith a brief report of my meeting yesterday, June 8, from 1:00 to 3:30 p.m., with Bob Van Duyne.

(This meeting followed visits to St. Louis by Schlesinger and Stearns, for the opening of the In-School Writers' Seminar, which seemed off to a fine start with Stashoff, McGaugh, Girling, Stanley, and others, hosted by Marguerite Fleming in gracious, well-planned fashion.)

The notes herewith are as written directly after the conference, with slight changes and additions later.

I was wholly unprepared for the general direction the meeting with Bob Van Duyne took. After a pleasant lunch with him I began going over with him the (draft) general form in which the budget request will be submitted, indicated, with outline, the nature and contents of the report in preparation, which would accompany it and went over the items (which had been worked out with you in my trip to Tuscaloosa last week) for which to request supplementary funds (publishing of committee reports and other outstanding items to give Kellogg-Ziegler items equal form and distribution with others; request for Washington office; Prestige Series on Americanism (envisaged (by Van Duyne on phone to Audience and me, when I was in Tuscaloosa) as good project to propose); the Miniscope for TV (see Hill report following CNO meeting) training for national organizations; In-School Grant-in-Aid; and the others we discussed.

Generally Bob wasn't in a mood to consider or talk about specifics. His concern was about generalities.

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1. What is (and is to be) the function of the NAEB?
2. How large is it to become (e.g.--wouldn't a Washington Office help create a too large superstructure which will topple because it's too much of a load for the NAEB (if Kellogg withdrew) to support?)
3. How is it to be financed, eventually?
4. Weren't our publications proposals the sort of thing NPAC could handle better?
5. Had we discussed such projects (and possible ~~magazines~~, etc.) with them (and the association of educational journals) for combined projects?

I got the impression that a crossing of organizational lines (NAEB to get together with NPAC and others) and sharp definition (or redefinition: for example Kellogg wouldn't mind our eventually giving up the shipment and dubbing network (purely mechanical and manual) functions if it made sense) is in order before they will care to discuss specifics.

A few other general impressions: Kellogg doesn't care much for "supplemental" requests. Why do we each year send in (or feel we should?) for more funds? Kellogg is not very fond of "cafeteria-type" (i.e., listing numerous possible projects and requests) requests which they then have to shop around in and select from.

Commenting on the "cafeteria" approach, as Bob called it, I mentioned that we had a very high degree of loyalty to Kellogg, which caused us always to first approach (or consult) them on any contemplated projects, and that this "sound out" was a form of consultation, in effect, or statement of general intentions and interest.

I perhaps irritated him a bit by saying that absence of reaction to such (last year's) requests left us in the dark as to which (of the projects the NAEB felt it should do and wanted to get funds to do) to try them for, a second time, which to go elsewhere for, which to develop further, etc. I think he felt my use of the words "absence of reaction", (which was perhaps a little blunt, as I later admitted) was unfair to them, since they did grant funds for new duplicator, Associate Director, tape and travel last year. I explained that the various stages of last year's request were all handled by different people (Sehr and Schooler, Ausmus, Skornia) and that perhaps I was unaware of discussions, acknowledgements or reactions to last year's request, for example, which would have prevented our making the same mistake this year, or have enabled us to plan,

Mr. Graydon Ausmus

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June 9, 1954

more wisely, and earlier, this year's presentation. I was, in other words, hearing for the first time many things I should have known before, but didn't.

How about the ETRC? Did (or do) they prevent us from planning TV series and distribution? In virtually all such instances Bob said he didn't mean to be hard on ~~me~~; that he knew I ~~wasn't~~ to blame, etc., but I got the impression that we, and by name "the Board" "should get on the ball" before submitting further requests, in a ~~vacuum~~, on a "cafeteria," year-to-year basis, and lay out a plan. We're apparently now where we were a year ago, etc., etc. He seemed relatively sympathetic to my brief description of a professional society role, as an (or the) association of radio and TV educational broadcasters, as I think we all understand it. He also was very warm in his praise of the way he has been kept informed this year.

If ~~we~~ can take the initiative and get the FAE (and perhaps Ford (MoPeak), as the FAE may decide), Kellogg and the ETRC together, Kellogg would be pleased. Van Duyn's bosses don't feel ~~they~~ should take the initiative. He asked if other organizations (JCET, etc.) shouldn't be included. I felt not, (with the possible exception of NPAC, as an afterthought as this is written) at least for a first meeting. A little impatiently, when I mentioned the need to get together with the Board, etc., he asked why I didn't go ahead and call such a meeting. That our drifting needs to cease. We've been talking about this sort of thing for a long time, etc. (1) (I of course explained that decisions for such meetings were Board Decisions.)

Following this, I had the impression we should send in only a request for renewal of present grants (with report). Later he corrected this (probably my incorrect) impression by saying that, preferably on a very select basis, we could go ahead and add a supplementary request. Thought this should be in by July 1. But that really we needed a year to get basic directions and principles set. I'll include a couple of those listed (Publications, Americanization series at least) in any case, since I feel this would at least do no harm.

I am forthwith proceeding to go on with "definitions" I've started. I hope every Board member will also draw up his own version of "whether or what NAEB" without delay, since this seems a critical point and time, and since it's the sort of thing we've so far always been unable to do at meetings. This is no time to "let George do it." I'll also see what further common projects we can work out with the NPAC (I pointed out that their limitation to the ~~agricultural~~ area gave us some problems), particularly. Kellogg is in a combining and "eliminate duplication" mood, too, I gathered. They dispose, and don't propose. If we wonder what they'll do on supplemental requests (we're to) go ahead and they'll decide. This should be ~~very~~ selective, rather than a long list of project-requests. We need to propose (for ~~magnitude~~) in broader than NAEB-only terms, but Bob did feel that we should propose, after consultation with others concerned, or we'd be confronted with likely unpleasant "fait accompli".

Which projects, which we propose, can become "revolving funds" to support the NAEB without outside help:

1. of network?
2. of headquarters?

In some cases, I felt it unfair to be thrown in and expected to develop joint (non-agricultural) projects with the NPAC, though I indicated our interest in closely working with them. What is needed from us is what we've not had time or funds to do:

1. Think, define, limit, clarify (which in certain ETRC and other areas is tough)
2. Consult with everyone else in the educational, broadcasting or publications business.

Our tendency (mine particularly I expect, with the pressure of daily details, requests, deadlines) has been preoccupation with ~~item~~, details, "dreaming up requests", instead of setting base lines. I've never had more questions asked me that I couldn't answer, or had more sharp (though generally just) complaints against the "NAEB Way of Life" than were today put to me.

I don't know how many "brass tacks" had been hit with Bob before, but I certainly hit them, and came away a wiser and soberer man. Can the NAEB correct the impression Kellogg has that we're ready to pursue every proposal anyone drops in our hopper, instead of soberly defining what we're to do, within the limit of minimum resources we're pretty sure to have?

Digressing a little, I recall that Bill Griffiths, in a recent Chicago Conference with us, also expressed concern over the same thing. I think Griffiths and Van Duyn should hit it off well in common understanding with the NAEB, after we get the ~~summers~~ ready. Because both, being both smart and essentially good guys, ask ~~hard~~ questions.

I'd be glad--

1. to collect and integrate the definitions of the NAEB that come in and/or
2. then arrange the meeting or whatever else you want me to do.

I think both must come as soon as possible.

And, as I look over the above, I get two impressions: I note that our annual report to Kellogg shows much more of what we've done than what we've thought (I mentioned that we are perforce more doers and broadcasters than

Mr. Graydon Ausmus

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June 9, 1954

philosophers) or clarified in a broad communications way. And second, doing some of the things Bob himself suggests, unless carefully studied, (and perhaps rejected) may only reveal how we "go with every wind" or "will do anything for money."

* * * * *

As I look back over the above (next day) before having it typed, a couple of other thoughts:

I personally would feel it desirable to accept for the NAB a relatively modest position, as the association of educational broadcasting units in radio and TV in the U.S., rather than trying to wag, or claim to control (or for that matter really represent) the whole institutions. As Armand has pointed out higher authorities decide the various policy matters and we can only implement, in that sense. I believe eventually (unless the network can be made adequately revenue-producing to force its maintenance as a source of revenue to support a national office, as large as the present or more modest if necessary) we should be an association of "operators", but not an operator ourself.

Does this mean we'll have to stop "trying to be God," as someone put it? Or that our direction is determined by which of 10 or 20 requests, presented in cafeteria fashion, a Foundation is willing to give funds for (making Foundations, rather than the NAB, the determiners of NAB policy and direction)?

Finally, I don't believe, if we can agree on a couple of such things, that the difference between having and not having such a statement is very great. Just a little push and clarifying and I think we could satisfy both Kellogg and the FAE.

Bob understood that I was not the policy officer or policy-setter (in spite of a couple of evidences of impatience, as mentioned above, about slow (or no) progress in policy questions). I have now reported as clearly as possible the conversations we had, with Bob frankly apologetic for being so hard on us (represented by me at the moment).

I think an effort at a clear statement (or a revision of the June draft, as originally done or as later rewritten and passed out at Columbus) is now due. I'm sending Bob a few items to help, but real evidence, in our report, that we have this year finally and really clarified our role, would make them happier than anything I can think of. By listing what we're actually doing we have a strong point of departure, I think.

Mr. Graydon Adams

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June 9, 1954

I'll now proceed to preparation of report, budget report as far as it comes from us, request for renewal of existing grants, and supplemental request.

I hope you are able to precipitate the other two needed items (statement of direction and meeting arrangement). Let me know what I'm to do.

Sincerely,

H. J. Skornia

Harry J. Skornia
Executive Director

EJS:wo

cc: NAEB Officers

PURDUE UNIVERSITY

STATION WBAA
LAFAYETTE, INDIANA

JUNE 15, 1954

RECEIVED
NAEB HEADQUARTERS

JUN 17 1954

AM 7|8|9|10|11|12|1|2|3|4|5|6
PM

MR. HARRY SKORNIA
EXECUTIVE DIRECTOR,
NAEB,
14 GREGORY HALL
UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

DEAR HARRY:

MAY I MAKE SOME UNOFFICIAL COMMENTS ON THE MEMOS YOU WERE SO KIND TO SEND ME.

FIRST, REGARDING THE "PENN STATE TWO YEARS AFTER". I THINK BY ALL MEANS WE SHOULD TAKE THE INITIATIVE IN HOLDING THIS. ALTHOUGH I SUPPOSE THE AMERICAN COUNCIL ON EDUCATION SHOULD BE CONSULTED INASMUCH AS THEY WERE THE INSTIGATORS OF THE FIRST CONFERENCE AND CONCEIVABLY SHOULD HAVE A PART IN CALLING THE SECOND ONE. I DON'T THINK IT SHOULD BE HELD AS A PART OF THE NATIONAL CONVENTION. IF I REMEMBER CORRECTLY THE FAE WAS MORE THAN WILLING TO UNDERWRITE THE TOTAL COST ON THE FIRST ONE AND I SUPPOSE WOULD BE ON THE SECOND. LET'S MAKE IT AT A DIFFERENT TIME THAN FROM THE NATIONAL CONVENTION AND REAP THE NECESSARY PUBLICITY FROM IT.

I HAVE READ AND REREAD YOUR LETTER TO AUSMUS REGARDING YOUR DISCUSSIONS WITH VAN DUYN. ALL OF THIS IS VERY REMINISCENT OF SEVERAL DISCUSSIONS THAT VAN DUYN, MASTERS, SCHRAMM AND I HAVE HAD UPON NUMEROUS OCCASIONS. I THINK YOU HAVE HIT THE NAIL RIGHT SMACK ON THE HEAD WHEN YOU POINT OUT THAT WE NEED SOME POLICY DETERMINATION. I AM GLAD TO SEE EARL WYNN'S LETTER. I THINK THAT THIS STUFF, WHICH EVIDENTLY IS PLANNED FOR THE FALL CONVENTION, IS A STEP IN THE RIGHT DIRECTION.

FOR YOUR INFORMATION AND PERHAPS TO MAKE YOU FEEL A LITTLE BETTER ABOUT THE WHOLE COURSE OF EVENTS AT BATTLE CREEK, YOU SHOULD KNOW THAT TWO YEARS AGO BOB VAN DUYN AND I MADE A TRIP TO IOWA STATE. BOB WANTED TO VISIT THE IOWA STATE SETUP AND DISCUSS SOME OTHER THINGS. AT THAT TIME HE WANTED TO TAKE ADVANTAGE OF OUR LONG TRAIN RIDE THERE AND OUR BEING TOGETHER ON NUMEROUS OTHER OCCASIONS TO DISCUSS AT GREAT LENGTH MANY OF THE PROBLEMS THAT HE EVIDENTLY DISCUSSED WITH YOU. HE HIT JUST AS HARD THEN AND IT CAUSED ME TO MAKE SOME SIMILAR REPORTS ALTHOUGH I AM AFRAID ONLY VERBALLY TO VARIOUS MEMBERS OF THE BOARD AND, OF COURSE, TO SCHRAMM AND HUDSON WHO WERE DIRECTLY INVOLVED AT THAT TIME. THEN, LIKE YOU, I BECAME SO INVOLVED IN THE DAY TO DAY DETAILS OF THE OPERATION THAT THIS KEPT CONTINUALLY BEING SHUNTED INTO THE BACKGROUND AND JUST NEVER GOT SOLVED. AT THAT TIME, IF I REMEMBER CORRECTLY, I TRIED TWO OR THREE WAYS TO GET THIS WHOLE AFFAIR ACCOMPLISHED. BECAUSE OF SOME JEALOUSIES WHICH EXISTED AT THAT TIME AND WHICH UNDOUBTEDLY EXISTS TODAY, I HAD TO FOREGO DOING ANYTHING ABOUT IT.

IF YOU WILL CHECK, I BELIEVE YOU WILL FIND WHERE I PROPOSED IN FEBRUARY OF 1952 THAT THERE BE CALLED A CONFERENCE OR MEETING WITH SOME OF THE OLDER

THE VOICE OF
PURDUE



WBAA (920)

MR. HARRY SKORNIA
JUNE 15, 1954

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HEADS, --NOT NECESSARILY THOSE ON THE BOARD AT THAT TIME -- TO DISCUSS WHERE WE WERE GOING. I BELIEVE I COULD DRAW OUT SOME OF THE QUESTIONS THAT I WANTED TO HAVE THIS GROUP GIVE ITS BEST ANSWERS TO. IT WAS A SMALL GROUP, -- I THINK I ONLY SUGGESTED SOME SIX OR EIGHT, -- AND I SUGGESTED THAT THEY MEET FOR A WEEK. THE BOARD TOOK EXCEPTION TO MY INITIATIVE AND SAID THAT THE INITIATIVE IN THIS REGARD SHOULD LIE WITH THE PRESIDENT AND THE THEN PRESIDENT SIEGEL DID NOT WANT TO DO A THING ABOUT IT UNLESS HE PERSONALLY WAS INVOLVED. THEN WE GOT INTO THE HASSLE AS TO WHETHER THE KELLOGG FOUNDATION SHOULD PAY FOR BOARD MEETINGS AND HE DIDN'T FEEL HE WANTED TO CALL LESS THAN A BOARD MEETING TO MAKE ANY SUCH A POLICY DECISION AND SO CONSEQUENTLY WE DROPPED THE ENTIRE MATTER. I THINK THAT HAD WE BEEN ABLE TO WORK OUT SOMETHING AT THAT TIME WE WOULD BE ON MUCH SOUNDER FOOTING TODAY.

NOW IT SEEMS TO ME THAT IT IS ENCUMBERED UPON YOU AND THE OTHER PEOPLE TO TAKE THE BULL BY THE HORNS, CALL SUCH A MEETING, AND NOT GET SIDETRACKED WITH DETAILS OF DAY TO DAY OPERATIONS OF THE ASSOCIATION, BUT TO SPEND FULL TIME ON THIS SORT OF A POLICY DISCUSSION WHICH WILL SERVE AS A GUIDE FOR US OVER THE NEXT TEN YEARS. HOW MANY OF THE OUTSIDERS WE NEED TO INCLUDE I AM NOT PREPARED TO SAY. YOU WOULD KNOW THIS BETTER THAN I BECAUSE YOU'RE CLOSER TO IT. HOWEVER, UNDOUBTEDLY WE ARE GOING TO HAVE TO PUT SOME OF THESE PEOPLE IN SO THAT WE CAN COUNT ON THEIR COOPERATION IN THE FUTURE.

YOU MORE THAN LIKELY MADE A START IN THIS DIRECTION WITH THE MEETINGS YOU HAD WITH THE JCET, NCCET AND OTHERS. THIS ONE MUST BE CARRIED ON! MAYBE THE EARLIEST YOU CAN DO ANYTHING IS AT THE FALL CONVENTION WITH THE MEETING WHICH WYNN MENTIONS TO THE PRESIDENT. HOWEVER, I THINK WE OUGHT TO DO SOMETHING BEFORE THAT TIME. YOUR REDRAFT OF THE OLD OBJECTIVES MENTIONED FIRST AT THE AMES MEETING IS A GOOD PLACE TO START. MAYBE SOME OF THIS COULD BE CARRIED ON WITHOUT FACE-TO-FACE MEETINGS. I WOULD BE WILLING TO SIT DOWN HERE WITH THE EDIPHONE AND GIVE YOU SOME DETAILED IF RAMBLING REACTIONS TO THOSE TEN OR TWELVE POINTS YOU MENTION. PERHAPS SOME OTHERS COULD DO THE SAME AND YOU COULD COMPILE THEM AND COME UP WITH SOME SORT OF A SYNTHESIS OF DESIGN. IF YOU COULD GET PROBST, McCARTHY, HULL, AUSMUS, SIEGEL, WYNN AND PERHAPS ONE OR TWO OTHERS TO DO THE SAME UNDOUBTEDLY YOU WOULD COME UP WITH SOME BETTER APPRECIATION OF THE WHOLE PROBLEM.

X
NEEDLESS TO SAY, YOU REALLY CAME UP WITH THE \$64 QUESTION WHEN YOU QUESTIONED THE SUPPORT OF THE TOTAL EFFORTS AFTER THE END OF THE KELLOGG GRANT. THIS HAS WORRIED ME SINCE DAY ONE AS FAR AS THE GRANT WAS CONCERNED. WE WERE UNREALISTIC ABOUT IT THEN, -- WE ARE UNREALISTIC ABOUT IT NOW. I POINTEDLY ASKED DR. HOVDE ABOUT THIS WHOLE MATTER A LITTLE WHILE AGO AND HE SAID: "WELL, WOULD YOU RECOMMEND IT? WOULD YOU RECOMMEND TAKING A THOUSAND OR TWO THOUSAND DOLLARS FROM YOUR OPERATING BUDGET TO SUPPORT SUCH A NATIONAL CAUSE"? I TOLD HIM THAT I WOULD HAVE SERIOUS DOUBTS ABOUT IT BUT THAT MORE THAN LIKELY I WOULD SUGGEST SOME SUCH. HE SAID THAT ANY APPRECIABLE AMOUNT WOULD OF COURSE BE SUBJECT TO RATHER CLOSE SCRUTINY. HE INDICATED THAT THE UNIVERSITY AS SUCH WOULD NOT MAKE AN ADDITIONAL APPROPRIATION TO SUPPORT A NATIONAL OFFICE AND THAT THE TRUSTEES HAD SPOKEN ON THIS MATTER MANY TIMES IN THE PAST. HE AGREED WITH ME THAT THERE WAS ABSOLUTELY NOTHING WRONG WITH BUYING A PROGRAM SERVICE OF THE TAPE NETWORK. HENCE I AM CONVINCED THAT THE ONLY WAY WE CAN SUPPORT THE NATIONAL HEADQUARTERS IS BY THIS TAPE NETWORK ASSESSMENT FEE. CONCEIVABLY THIS CAN BE MADE GREAT ENOUGH TO SUPPORT THE REST OF THE STRUCTURE AND IT WILL BE A PART OF THE NETWORK. THIS MAY SEEM LIKE GOING AROUND ROBIN HOOD'S BARN BUT I SEE NO OTHER WAY TO ACCOMPLISH THIS SUPPORT PROBLEM WHICH IS SO IMPORTANT TO OUR FUTURE EXISTENCE. FOR THIS REASON I HAVE STRENUOUSLY OBJECTED EVERY

MR. HARRY SKORNIA
JUNE 15, 1954

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TIME ANYONE SUGGESTED THAT WE GET OUT OF THE OPERATING BUSINESS. ANY TIME THAT YOU HAVE A BUSINESS THAT IS OPERATING YOU CAN MAKE MONEY AND YOU CAN SUPPORT OTHER THINGS. YOU CAN HIDE A MULTITUDE OF SINS BEHIND THE TAPE NETWORK AND I THINK IT WOULD BE VERY FOOLISH TO ALLOW IT TO PASS TO OTHER HANDS EVEN THOUGH I REALIZE IT IS A TREMENDOUS DRAIN ON THE HEADQUARTERS STAFF.

I DIDN'T MEAN TO BE SO LONG-WINED BUT I FEEL VERY STRONGLY ABOUT THIS. I KNOW YOU AND OTHERS DO TOO. I KNOW IT IS MERELY A QUESTION OF GETTING SOME FAITHFULS TOGETHER AND I WOULD BE HAPPY TO WORK WITH YOU TO TRY TO MAKE THOSE PEOPLE WORK TOGETHER ON THIS MOST VITAL ISSUE.

SINCERELY,


JAMES S. MILES,
DIRECTOR,
WBAA

JSMgw

Harry: -

Please read between the lines of this rambling bit! - I didn't take time to edit it carefully.



~~2-2~~
Filo - Kellogg

PROGRESS REPORT
(JULY, 1953-JUNE, 1954)
TO THE

W.K. KELLOGG FOUNDATION

FROM THE
NATIONAL ASSOCIATION
OF
EDUCATIONAL BROADCASTERS

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To The W. K. Kellogg Foundation

PROGRESS REPORT
(July 1953-June 1954)

from the

National Association of Educational Broadcasters

General Statement

The year 1953-54 has been one of increased growth and activity for the NAEB. Services to members and non-members in educational radio and television have been expanded during the year, and the membership of the NAEB has increased by approximately 16 per cent.

One of the areas in which progress is most difficult to describe or report, of course, is the area of function, in cooperation and frequently competition, with the growing list of organizations in the field. However, a part of the story of its broadening and increasingly significant functions is apparent in the list of new services now available from the NAEB, as indicated later in this report. As the oldest organization in the educational radio and television field, and the only membership-based one, the NAEB has felt it imperative to pursue the two-fold objective of serving its members, and exerting its positive influence to create higher-level programming and broadcasting wherever radio and television are used.

Probably never was a period more challenging in the communications area. No groups or individuals can predict the outcome of the interaction of the many social, economic, political, and educational forces and problems which will increasingly determine the adequacy or inadequacy of public support, which, from the NAEB's point of view, is only too often synonomous with the ability of NAEB member stations to pay membership fees, network assessments, and operating expenses.

The NAEB, like other professional associations is in the center of forces in ferment during a period when educational methodology, shortage of classroom space, the testing time of educational television, (sometimes to the detriment of educational radio) and many other crises and problems are still working themselves out.

The most positive fact that has been determined is that flexibility and open-mindedness have to be preserved. If the NAEB does not perform the functions needed by its members, others, with less experience, are only too willing to attempt to do so. Each year the last year's definitions and functions have to be recast. The NAEB's budget and staff problems this year, requiring both requests for additional funds and fairly serious cutbacks in various plans for further expansion of services, were recognized, after careful investigation of the Board, as evidences not of mismanagement, or waste, or aimlessness, but of the unyielding pressure for services to meet new problems and needs of an order

not visualized when the NAEB's initial grant was requested. This is in no sense a reflection on those making the intial computations, since the same people are, by and large, also involved in present requests and reports.

Specific illustrations of increased costs in such inescapable items as postage, tape, phone charges, and staff, will be found in later sections of this report, and will be noted particularly in the official fiscal-year report, which will be forwarded separately from the University of Illinois Business Office as soon as possible after the close of the fiscal year. For use until it arrives, we have enclosed herewith the Statement of the Status of the NAEB-Kellogg Budget at the end of the first eleven months. (Exhibit 1)

For ease of reference and use, following this initial general statement, this report is divided into separate sections, as follows:

Newsletter, and Publications Exchange

During this year, as always in the past, the pressures on the Executive Director (and later on the Associate Director) have been such that the Newsletter has not received the maximum or optimum attention it deserves. Nevertheless it is believed that it has been improved considerably. It now contains regular features from the NAEB Fulbright Scholars in England, France and Italy, and is generally improved in both its international and local values. (Exhibit 2 and 2a) In view of the international background and interests of the present Executive Director, regular free exchanges of publications have been instituted with most of the nations in Western Europe. In a recent Journal of the Italian Radio System, distributed in Italian, worldwide, three out of the first five lead stories were quotations from the NAEB Newsletter. The other two were also from the American Trade Press. The flow of materials in French, Italian, German, and Japanese, plus that from Australia, Canada, and Britain maintain an increasingly informative and friendly illustration of one of the little-known facets of NAEB Headquarters activity.

The use of NAEB materials (manuals, reports, scripts, recordings) around the world is beginning to grow, and is being encouraged in spite of the problems of language, customs and duties, and other hazards. We treasure especially highly the thank-you notes reaching us from Pakistan, Egypt and other areas in which our materials are greatly sought after. And it is believed that NAEB Newsletter readers are also being conditioned to interest in foreign programs and news of foreign countries and communications problems.

This expansion of international aspects has been carried out without neglect of local responsibilities. The largest problem, from this point of view, is still to secure significant news of NAEB activities from its membership. This will require more time than the present staff has available, before it is adequately solved.

During the last few months several new features (reviews of books of interest to NAEB member representatives; regular personnel and placement news; and news on joint projects of the NAEB with other groups--such as the NPAC, American Council for Better Broadcasts--(Attached, (Exhibit 3), is a recent communication on a TV program proposal, to illustrate the NAEB's overall efforts to provide

all possible help in raising program offerings.)) do suggest gradual, though slow, improvement in the functions and offerings of the NAEB Newsletter, with proportional increase in its distribution (now 400 copies per month).

Unfortunately for the load to be handled by the not proportionately increased staff, the efforts of the Headquarters staff always to give a courteous reply to all inquiries has resulted in a greatly increased load of mail from students, clubs, and other groups which we feel to be of great importance in the American System. To handle many of these inquiries, and those from the many directories and other national organizations calling upon us for advice and help, we have devised economical, succinct historical statements about the NAEB. (Exhibit 4). As soon as the NAEB Constitution (now in Committee) is revised, it is our hope to secure funds for the publication of NAEB brochures to tell the story of educational broadcasting, the NAEB, the Tape Network, and the role of the W. K. Kellogg and other foundations in this movement. Meanwhile, we attempt to provide the most complete data available, and to encourage efforts, now in graduate-student research stages, to secure an adequate history of this area to deserve publication.

New Services

During the past year the NAEB has been fortunate enough to secure modest funds for the setting up of various consultation and other member services. An educational television and radio placement, personnel and job analysis and classification office is now a full-time NAEB function, the NCCET, JCET, ETRC, and all other organizations having agreed that this is one of the many services which the NAEB is the natural organization to carry out.

The NAEB has for some years had Legal Counsel in Washington. It now has a Management Consultant whose services are available without charge (for the term of the grant) to member stations. An NAEB Engineer with supporting secretary, and expenses, takes over his duties in July, to provide the critically needed help which frequently technically understaffed stations so often need but can't afford, particularly as they move into the new area of television.

Studies of the resources available on NAEB member staffs around the U. S., now in progress, reveal the unique and vital role which the NAEB enjoys and which both commercial broadcasters and national organizations (with both of which increasingly friendly relations are being developed and maintained) look to it to carry out. The responsibilities which the NAEB bears are increasingly weighty, but also increasingly challenging, and it is gratifying to see the number of inquiries which it now seems natural to hundreds of people around the U. S. and the world to address to us.

NAEB Representation

During the past year the NAEB was invited to provide representation as the association of educational broadcasters at a considerable number of functions, both abroad and in the U. S. In most cases, in view of the limited travel budget, this had to be done by the NAEB representative nearest to the scene, or at the expense of individuals or organizations other than the NAEB.

Following the trip abroad of three NAEB representatives to attend the Educational Broadcasting Convention and to establish various NAEB contacts in Europe in 1952, and representation at the International University of the Air Convention in Paris, in April of 1953, Mr. Seymour Siegel, chairman of the NAEB International Relations Committee was able this year again, principally at his own expense, to represent the NAEB at Italian and other conferences last summer. While there he also served as a judge for the world-famous Prix Italia, which provides world-wide awards for quality programming, and helped establish contacts and working relationships for Fulbright Scholars in England, France, and particularly in Italy. Following the audition of two NAEB entries experimentally, for the first time, at the Prix Italia Conference, a new (educational program) classification was established. As the year ends, the NAEB is on the point of selecting this year's entries, and has again been invited to provide a judge, this year in the musical category. This it has hopes of doing, provided that properly qualified NAEB persons can arrange to be in Italy at their own expense, or nearly so, at the proper time this summer.

(It is our hope that Dr. Burton Paulu, Fulbright Scholar to England, or someone equally qualified may provide this representation, which is equally important to the NAEB, educational broadcasting, and the United States abroad, as spokesmen from the Department of State and the U. S. Information Agency have both acknowledged.)

During the past year, also, NAEB President Graydon Ausmus, using principally funds from a separate grant and private funds, represented the NAEB at the International Conference of Music Education for Youth and Adults, in Brussels, Belgium. While in the European area, he spent one week at the BBC, and in conference with representatives of the French and other broadcasting organizations at a time when various conferences brought various key broadcasting people together. A brief report on his visit, as well as that of Mr. Siegel and letters from abroad by our Fulbright Scholars, have been carried in various NAEB Newsletters, where further details can be found. Suffice it to say here that all the above trips were richly rewarding in the contacts, understandings and exchanges established. The NAEB is now the sole representative of American radio in the International University of the Air organization, which it has officially joined, and in the numerous other relationships developing in both Radio and Television, in a shrinking world.

In addition to the above foreign representation by the NAEB, the NAEB was represented as often as possible at dedications, conferences, workshops and other similar functions. The NAEB President visited new TV stations, and/or assisted in their dedications, at Los Angeles, Houston and other locations, as well as making well over a score of public appearances at various conferences. The NAEB was represented by Mr. Frank Schooley at the Dedication of Station WQED-TV in Pittsburgh. The Executive Director, following a whirlwind study-tour, using funds from a special grant, to visit over 30 key NAEB members in all six Regions, with the functions involved in various cities, also represented the NAEB at various TV Station dedications, University President inaugurations, meetings of the TV committees and conferences of such organizations as DAVI, NPAC, the Adult Education Association, the American Association for Better Broadcasts, the Council of National Organizations, the American Association of School Administrators, the Film Council of America, etc. As the year ended part of this Headquarters representational travel was taken over by the Associate Director, who represented the NAEB at the recent Toledo CNO TV Workshop, the Film Council Planning Committee Conferences, and others.

One of the strengths of the NAEB is revealed in the fact that probably no organization has had the amount of representation both in America and abroad that the NAEB has had, for the financial outlay incurred. The entire cost to the NAEB, for all the above, was less than three thousand dollars for the year, which reveals the advantages of the strategic locations of NAEB members, and the values of having, as NAEB representatives, various people who are members also of other professional organizations and societies.

These representational contacts (and many important examples have been omitted), together with the exchanges of publications, persons, ideas and programs, and the constant, inspired work of the International Relations Committee, illustrate what we believe are very substantial prestige gains by the NAEB during the last year. And as this was being written, we have taken time out to discuss, with an Exchange of Persons representative of the State Department, what we hope will be even more significant gains during the next year as the NAEB's role in the planning of exchange programs, and the selection of persons, is recognized and implemented.

Membership

At the present time, the NAEB has 235 members, an increase of approximately 16 per cent over one year ago when the membership totaled 202. This increased participation and interest in the activities of the NAEB speaks well for the services that are being rendered to the membership. The current membership is made up as follows:

<u>Active</u> members	113
Radio	105
Television	8
<u>Associate</u> members	97
Radio	95
Television	2
<u>Affiliate</u> members	25

Two years ago the NAEB created a special category, the Honorary Membership, so that persons deserving of special recognition might be honored. The first such membership was granted to Mr. Paul Walker, retiring chairman of the FCC.

During the past year, the second such honor ever bestowed by the NAEB was granted to present FCC Chairman Rosel H. Hyde, who, in his new duties, has been a great friend of educational broadcasting, and bulwark, with other fine FCC members, against the loss of channels reserved for Educational Television. A copy of the Honorary Membership Certificate developed for this award is attached. (Exhibit 5). A Recognition Certificate was also presented to Mr. Ralph Lowell. (Exhibit 6)

The NAEB Network

GENERAL: One of the most important functions of the NAEB is the operation of the Tape Network. Through the facilities of the network, the best in educational programming is made available to members. This not only allows the member stations to present outstanding programs from other stations, but through the time-relief factor, allows each station to devote more time to the preparation of better programs. The value of this service is illustrated by the steady growth of the network, even in the face of rising assessment fees.

EFFECT OF DUES INCREASE: As of July 1, 1953, there were 85 stations using the network. With the increase in assessment fees that same month, an increase ranging from 33 per cent to 84 per cent, 23 members were forced, for financial reasons, to drop out of the network, reducing the number to 62. However, this number has increased until it is now back up to 82. This increase has been brought about by two factors: 1) New members joining the network, and 2) Several of those who had originally dropped out re-joining the network due to a realization that such membership was vital to them, regardless of the increased cost. However, a general reluctance or inability on the part of institutional administrations to grant budget increases necessary to meet this and other rising costs of operating an educational station, has been increasingly noted this year, and the estimate of receipts for next year from this source realistically anticipates several further drop-outs as the fees rise.

SELECTION PROCEDURES: A different method of selecting program series for use on the network was instituted this year. In the past the Network Acceptance Committee was used only as an appeal to decisions of the Headquarters staff, or when there was any question in the mind of the staff about the merit of a given program. However, this year, all program series submitted to the Network have been auditioned, and the selection made, by the committee. This has resulted in a considerably different type of operation and represents a new effort to bring about a general up-grading of programs offered by the Network. Although this procedure has also resulted in the need and use of more tapes, because so many are required to send audition copies to the several members of the committee, it also illustrates the increasingly important working status of NAEB committees, which is virtually unique in American Associations; much of the published output of the NAEB is now committee-produced.

DUPPLICATOR SITUATION: This year, through a special grant from the W. K. Kellogg Foundation, the NAEB was able to purchase a new mass duplicator and, also, to have the original duplicator returned to the manufacturer for badly needed repairs. The new duplicator, plus improved operation of the old one, has resulted in almost incomparably better service to the network members. It has increased the number of tapes that can be handled and has assured a better technical quality. It has removed pile-ups, reduced the number and length of crises due to waiting for parts or repair, and has already resulted in most significant savings by cutting down on the number of rush shipments necessary. Until this special grant was approved, operations of the network were beginning to be greatly hampered. This special grant also included funds for the purchase of approximately 1,000 new tapes which were badly needed and are also already in service.

Exhibits 7, 8, and 9 give evidence of the expanded activities of the network and show the present tape status.

Seminars and Meetings

During the past year another in the first "round" of six regional meetings was held. This Region VI meeting was held in Eugene, Oregon, in October, 1953, with approximately 40 representatives from member institutions in Region VI in attendance. The report of this meeting is now being edited by the Publications Committee and will be transmitted as soon as available. Plans for a second regional meeting for the year (the fifth of the first round of six, one per region, anticipated) for Region I (East Coast) were cancelled too late to enable replacement before the fiscal year ended. This will have to be carried out next year. Although this second Regional Conference was not held, evidence of Regional initiative in starting a new round of more informal regional meetings at member station initiative and expense was found in the June Region III meeting of NAEB member stations held at member WBEZ-FM, the Chicago School Station, coordinated by its Director, George Jennings, and Regional Director, Dr. Paul Rickard. Quoting from Mr. Jennings' Report of June 18:

"While the attendance was not all that we expected, those who did arrive spent a full and interesting day.....Those who attended were unanimous in feeling that such a meeting was helpful and might well be continued on an annual or semi-annual basis."

During the last month (June) the Kellogg Seminar for writers of in-school programs was held in St. Louis, Missouri, under the leadership of Professor Edward Stasheff of the University of Michigan, with consultants from Canada, Minnesota and Wisconsin Schools of the Air. This seminar was the first for writers of in-school programs and provided an intensive training session essential to general NAEB objectives of up-grading the broad level of programs (in this case those broadcast by member stations for in-school audiences) and developing projects for new series of in-school programs. A report on this Seminar will be forwarded as soon as prepared, and as soon as funds are received for the publication or duplication of the various reports now accumulating at Headquarters.

Committee Activities

Committees of the NAEB continued to be increasingly active during the past year. In this section complete reports are not possible, and some omissions will undoubtedly occur. This section is, however, intended to be generally indicative of committee work in the NAEB.

All of the committees held meetings at the annual convention last October at Norman, Oklahoma, and carried on committee business throughout the year by correspondence. In addition, several of the committees were able to have additional meetings during the year.

ASSOCIATE MEMBERS COMMITTEE: This year, as in the past, NAEB associate members have asked to be included in the program service of the NAEB Network. The principal hindrance to this is the problem of rights and legal restrictions. However, steps are being initiated to determine the number and need of associate members in regard to program service. If the requests warrant it, some means will be found to supply the want. (Please see attached letter to Richard Bell, dated April 19, 1954, Exhibit 10)

A second request from this committee is that the associate members have a right to vote in the affairs of the Association. Voting privileges are so far restricted to active members. All reports are now in to the Constitution Committee on this request, and this problem will be voted on at or before the October, 1954, New York Convention.

CONSTITUTION COMMITTEE: This committee has spent a great deal of time on a re-evaluation and study of the NAEB Constitution. They have formulated changes in the Constitution which clear up ambiguities and suggest revisions in such matters as dues, voting privileges and procedures, the qualifications of the national officers, possible standards of accreditation of prospective NAEB members, dues revision, etc. The chairman of this committee has recently submitted to the members of this committee and to NAEB Directors a draft of the proposed constitutional changes which will be presented to the membership at the October convention for ratification. As soon as this is accomplished, and subject to the availability of funds, a new brochure will be issued which will carry the new NAEB Constitution with the most recent changes and amplifications.

ENGINEERING COMMITTEE: This committee has been consistently active during the past year. Under the leadership of Chairman Carl Menzer, Director of Radio Station WSUI, the State University of Iowa, the committee has made several valuable contributions to the NAEB in the form of essential studies.

At the October Convention in Norman, Oklahoma, the committee reported on the joint meeting of representatives of the NAEB, the Fund for Adult Education, and the Educational Television and Radio Center which met to discuss policy aspects in connection with the establishment and maintenance of technical standards for kinescopes. The committee also recommended that a full-time engineer be added to the staff of NAEB Headquarters and later screened applicants and selected the NAEB Television Engineer who begins his duties July 1.

At the Columbus, Ohio, meeting of the NAEB Board of Directors, the committee reported that it has made periodic reviews of the engineering situation and published several reports which were distributed to all members. The following reports were published during the past year:

- Operating Techniques for Video Recorders, by Keith K. Ketcham and Herbert T. Krajewski, July, 1953. (Exhibit 11)
- Engineering Operations Problems Based on Three Years of (Television) Operation, November, 1953. (Exhibit 12)
- The Theory of Video Recording, Joseph W. Belcher, March, 1954. (Exhibit 13)
- NAEB Tape Recording, by Carl Menzer, May, 1954. (Exhibit 14)

Mr. Menzer also made a (confidential) comparative technical study of magnetic recording tapes in order to determine which would be the best and most economical for use by the NAEB Network. (Exhibit 15)

IN-SCHOOL PROGRAM COMMITTEE: This committee has auditioned 24 proposed series and handled 231 reels of tape, which will give some indication of the increasing volume of work and submissions surrounding the Network. The series for broadcast during the 1954-55 school year were approved and are currently being distributed. The committee is currently auditioning series for broadcast

during the 1955-56 school year. These series will be announced at the fall meeting of the committee just prior to the NAEB Annual Convention.

The committee held three meetings during the year. One was a sub-committee meeting held at Urbana, Illinois, where terms used for various "school" programs were clarified. At the Columbus, Ohio, meeting in April the committee issued a report of its accomplishments and a description of its purposes and aims. (Exhibit 16)

The results of a survey by this committee, as reported in the May NAEB Newsletter, show that close to one million children listen to NAEB In-School programs every week.

INTERNATIONAL RELATIONS COMMITTEE: This committee has arranged this year, as in the previous year, for outstanding programs from other countries to be made available to the NAEB Network. A total of 12 series, constituting 3,547 hours and 30 minutes of network program time were provided. Some of the series which have been provided the NAEB include the Comedie Francaise, modern French plays, dramatic programs about great French poets, writers, and composers, musical programs covering contemporary French music, Italian music, the French music festivals, and the Prix Italia opera, Outbound with Columbus.

The work of this committee has undoubtedly done a great deal to bring to listeners of these programs a better understanding of the language and culture of other countries.

Our "indebtedness" to other countries program-wise, is, however, becoming a source of some self-consciousness to the NAEB. The NAEB has been able to reciprocate with only a few programs. The Ways of Mankind has been broadcast by the Canadian Broadcasting Corporation. A few programs of The Jeffersonian Heritage have been broadcast by the British Broadcasting Corporation, and the entire series has been translated into French and is currently being broadcast over Radiodiffusion-Television Francaise.

Further reference to the activities of the NAEB in this area will be found under the headings NAEB Representation and Newsletter and Publications Exchange, in this report.

MEMBERSHIP AND CREDENTIALS COMMITTEE: This committee has processed many membership applications from various individuals and educational institutions over the country. Since last June, there has been an increase of 32 in membership. Approved were: 10 new active members, 14 new associates, and 8 new affiliates. Several candidates were turned down for inability to qualify fully. However, as the year ended it became apparent that procedures for still closer scrutiny of potential applicants, and improved statements of standards, will be necessary. It is hoped these also will be ready for a vote at the fall convention, in connection with the constitutional revisions.

ORGANIZATIONAL LIAISON COMMITTEE: This committee, which, under the chairmanship of NAEB Director Allen Miller, consists of (usually non-NAEB) representatives of various national educational and communication organizations, as an informal advisory group, met April 9 in Columbus, Ohio, for a luncheon meeting with the Chairman, and the NAEB President and Executive Director. A further meeting is called for the October convention as the NAEB takes the leadership in

calling all these groups together for a discussion of the problems of educational broadcasting and organizational functions in order, as far as possible, to eliminate duplication in the field, and to insure maximum possible coordination of educational effort.

Among the groups represented on this committee are the national commercial networks, the Joint Committee on Educational Television (JCET), the Speech Association of America (SAA), the American Council on Education (ACE), the American Educational Theatre Association (AETA), the Educational Television and Radio Center (ETRC), the National Citizens Committee for Educational Television (NCCET), the Council of National Organizations (CNO), the Adult Education Association (AEA), the National Association for Better Radio and Television (NAFBRAT), the Department of Audio-Visual Instruction (DAVI), the U. S. Office of Education, the National Project in Agricultural Communications (NPAC), the Association for Education by Radio-Television (AERT), the University Film Producers Association (UFPA), and the Southern Regional Education Board (SREB).

PROFESSIONAL ADVANCEMENT COMMITTEE: This committee's purpose is to help plan the improvement of professional training: i.e. educational offerings and programs in radio and television at colleges and universities. It is working on the setting up of general qualifications for educational radio and television personnel and also campaigning to get proper credit given to faculty participants on programs.

PUBLICATIONS COMMITTEE: This committee has been working out procedures to assist the NAEB Headquarters staff in the editorial preparation of the many reports and studies that have been prepared during the year, but not released, because of shortage of editorial staff and budget stringencies. It is currently working on a report of the Region VI Conference which should be available in the near future. Since this is also not a wholly satisfactory method of solving this sort of problem, the duties of such a committee being at their best in a general advisory and scrutiny rather than specifically editing one, it is hoped that the NAEB's request for publications and editorial assistance may be given consideration.

PUBLIC RELATIONS COMMITTEE: Under the enthusiastic leadership of Chairman Seymour N. Siegel, this committee has obtained over 30,000 lines of publicity for the NAEB during the past year. Stories on the NAEB have appeared in the New York Times, Variety, Billboard, The Saturday Review, the European Broadcasting Union Bulletin, the RAI (Italian) Weekly, and various BBC and CBT publications, not to mention numerous domestic newspapers which have picked up the stories from the wire services. Releases were issued on such items as the Grants-in-Aid, the NAEB workshops and scholarships, seminars, the Placement and Engineering Services, and others, such releases generally being released from the New York area for maximum coverage.

RADIO NETWORK ACCEPTANCE COMMITTEE: This committee has auditioned 80 series of programs for possible use over the NAEB Network. This is of course beyond the work of the In-School Program Committee whose activities it does not duplicate. This means that approximately 800 reels of tape have gone out from Network Headquarters to the members of the committee for auditioning only. During the past year, the committee has approved 43 of these proposed series and several special programs for the Network.

The work of this committee also includes acknowledgement of audition series sent. In a new function exercised through the Network Manager, constructive criticism of all series submitted is passed on to the submitting institution for the improvement of future series. This has undoubtedly been the hardest-working, or at least one of the hardest-working, of all NAEB committees.

RADIO PROGRAM PLANNING COMMITTEE: At their August 21-22 meeting in Washington, D. C., this committee discussed several prospective series to be produced by the NAEB alone or in cooperation with other agencies. Some film series were also discussed. Since that time general liaison has been maintained between this committee, Headquarters, and the Acceptance Committee, in order to achieve more coordinated offerings on the NAEB Network.

RESEARCH COMMITTEE: This committee conducted a survey of pay scales in educational stations and prepared a report based on the findings. (Exhibit 17) Coverage maps (Exhibit 18) have been prepared and will be distributed soon. This map shows the extent to which educational stations blanket a great portion of the country. An Interviewer Manual (Research Committee Report #1) was recently distributed to all members. (Exhibit 19) The committee is currently engaged in studies of the "manpower" resources of educational broadcasting, the impact of the NAEB Network, the potential population coverage of NAEB member stations, and other significant projects beyond the coordination of the policy behind such studies as the TV Monitoring Studies. It is hoped that the results of the first of these studies will enable the NAEB to provide members with a list of experts in the various fields of broadcasting whom they can call upon for advice and consultation. This will be on a regional basis, so that the best men in each field will be readily available for consultation without a great deal of travel and expense being involved. The need for a study of the Network's impact over the past three years, also in progress, is equally essential.

TELEVISION OPERATIONS COMMITTEE: This committee conducted a series of six studies into educational television organizations and activities on the part of member institutions. These studies were combined into a report (attached as Exhibit 20) which was distributed to all groups planning educational television stations. This report has been rather heavily borrowed from by other organizations, as a tribute to its excellence and usefulness. The committee is currently gathering information for another report dealing with the important problem of policies governing compensation for faculty members who participate on educational television programs.

IN-SCHOOL SEMINAR AND WORKSHOP AND SCHOLARSHIP PLANNING COMMITTEES: These two committees have recently screened applicants, respectively, for the NAEB In-School Writer's Seminar and applicants for the NAEB Summer Session Scholarships and the NAEB Second Television Production Workshop. Applicants for the NAEB Television Engineers' Workshop in New York are being screened by the Engineering Committee. These procedures are designed to insure the fairest possible procedures in the selection of recipients of all sorts of grants and awards by the NAEB.

Staff: Headquarters and Network

During the summer and fall of 1953 the entire Headquarters staff changed, and all except two persons on the Network Staff (John Holt and Rosaline Biason) also changed. This period was a difficult one for the new Executive Director.

However, the unstinting and patient efforts of Ex-Executive Directors Frank E. Schooley and James S. Miles could always be counted on, and are herewith acknowledged with deep appreciation. Evidences of discontinuity were to be found. However, in most cases they were of a minor nature, and were discounted as the year progressed.

At year's end, although secretarial and duplicator operations staffs had had to be reduced in size and cost (because of the extent to which costs for the most basic factors in keeping the Network going (notably postage and tape) exceeded estimates and available budget as explained in the earlier revised budget statement submitted to the W. K. Kellogg Foundation in February of this year), curtailing various planned projects, the staff had again settled into a hard-working, devoted team, strengthened in February by the addition, thanks to an additional Kellogg grant, of Harold E. Hill as Associate Director, to assist the Executive Director in the growing number of projects for which NAEB Headquarters is responsible, in addition to the Network. The budget was further relieved by the teaching of one graduate course at Illinois by the Executive Director, which made him in effect revenue-producing for the NAEB, since none of this sum (approximately \$1,350.00) was retained by him personally (being reimbursed to the NAEB).

As the year ended, the staff at work, following several further changes since last summer, was as follows:

Headquarters:

Harry J. Skornia, Executive Director
Harold E. Hill, Associate Director
Winifred Coatney, Secretary
Mary L. Reaser, Clerk-Typist (hourly)

Network:

John Holt, Network Manager
Rosaline Biason, Network Traffic Manager
Glenn Blackburn, Duplicating and Shipping Supervisor
Diane Aronovsky, Duplicator Operator
Christa R. Schneider, Duplicator Operator
Jack Kuntz, Duplicator Operator (half-time, hourly)

Budget and Detail Work

As we entered the fall season, various details, which the pressure of immediate problems had caused to be postponed, were finally undertaken. Attractive NAEB Fellow Certificates were designed and distributed to those persons who had been selected for the various conferences and seminars held by the NAEB during past years. (Exhibit 21) Business cards for the NAEB officers and wallet-size membership cards for NAEB affiliate members were designed and printed. (Exhibit 22) Careful investigation of the new postal rates, with design of proper labels to result in maximum economy, as well as simplification of mailing procedures in general, were instituted.

A system of monthly account checking and posting, by the classifications used in W. K. Kellogg Foundation requests were instituted, together with quarterly fiscal reports to the Board of Directors. The phone arrangement was simplified for greater efficiency and economy; rewiring of the Headquarters office space eliminated the need for the numerous and sometimes dangerous extension cords. Improved shelving and filing and storage systems were added. All conditions were developed, as far as possible within the space available, to make for more desirable and more efficient working conditions.

Other Projects

In addition to the various new services instituted this year, as outlined above (placement, engineering consultant, management consultant), the NAEB last year administered a grants-in-aid program for eight radio and six television program series. The \$80,000.00 grant for this project was made by the Educational Television and Radio Center. Since all these funds were distributed to schools, colleges and universities producing educational programs, it is felt that these grants were of considerable financial aid to NAEB stations. They were of particular advantage to the NAEB, however, because of having the program-products (several of which were national award winners) as attractions and features for the NAEB Network.

As this is written, announcements for another (the third) series of grants-in-aid, this time in Radio only, are being prepared for mailing, with the NAEB handling this \$40,000.00 grant project also.

The NAEB was given the funds and responsibility of carrying out its seventh TV Monitoring Study (the fourth of the New York area alone). With these studies the NAEB has won world recognition for the establishment of the only adequate series of benchmarks known in the development of the TV medium in America or the world, helping to establish and maintain its emphasis on valid research, particularly into program content and impact.

Last summer, with other funds secured specifically for this purpose, a Television Production Workshop and a Management Seminar were held at member institutions, and at year's end the NAEB was also given the responsibility and funds for administering another TV Production Workshop, a program of forty scholarships to help develop and train personnel for educational television, and an Engineering Workshop-Seminar to be held in cooperation with RCA, GE, DuMont, General Precision Laboratories and CBS, in the New York Area, in conjunction with the NAEB Fall Convention.

At the time of the Fall Convention plans have also been made and invitations issued to selected Public School Superintendents, College and University Presidents, and other educational leaders, to meet with the NAEB Board to help finalize the NAEB's role, and clarification thereof, in the problem of function and direction as outlined in the opening section of this report.

None of the above projects could have been administered or implemented, of course, without the Headquarters and Network mechanism provided by the Kellogg grant. The inter-relationship and inter-dependence of the sum total of all its increasingly crystallizing services and responsibilities, as outlined above, are believed to be increasingly obvious.

No one who is not in close contact with the day-to-day activities of the NAEB Headquarters and Network Office, where committee reports, requests, for information and advice, complaints and occasional words of praise, converge, can realize the scope or significance of the operation which this grant, three years ago, launched on the American Communications scene. Perhaps the principal problems are the multiplicity of details involved, with the hundreds of interruptions, together with problems of space, and other details, making difficult any opportunity for reflection, quality writing, or long-term planning.

Conclusion

At year's end the functions of the NAEB began to become increasingly sharply defined. (See "Policy Statement: Draft," attached as Exhibit 23) This increased clarification was recognized increasingly in the service areas referred to above: the NAEB is now indisputably the recognized association in educational radio and television. It is only in certain peripheral regions that the situation is not yet clarified, and with the steps being taken month by month even these areas are becoming more visible---as sharply defined as the pressures of the times make possible, in any case.

Although no one can predict with certainty (as retrospective consideration of early statements, by some of the wisest minds available, outlining the early requests of the NAEB to the W. K. Kellogg Foundation so well illustrate) the exact future of the NAEB, it becomes increasingly clear that, if what appear to be fundamental services are to be maintained, the need for a permanent annual operational budget of something of the magnitude of the present one, or slightly more, must be faced, with special grants from time to time for special projects. Some of this can probably be on a self-liquidating or revolving fund basis, with fees and charges carrying at least a portion of this load.

Firm predictions of a fiscal nature in this area can not be attempted by the present writer, however, since during the single week this report is written, news of projected new jeopardies to at least three educational and community television stations plans have been received, one of our member (FM) stations has turned in its license, and two member stations have already indicated doubt as to their ability to pay the new schedule of assessment fees. On such a base, firm predictions are of course impossible.

Nevertheless, it would appear that just as educational broadcasting will always need outside support, as a legitimate educational expense, so will the association of educational broadcasters, for the foreseeable future. The financial status of all but a very small number of members is too insecure at the moment to expect them to increase their share of burden much further than is now scheduled. Rather it is likely that during at least the next four or five years, many members will need to rely even more heavily on the Association, if the storms buffeting plans for an adequate educational broadcasting service are not to sweep it away.

Therefore Foundation support for the NAEB and projects both along lines outlined in the attached Supplemental Request, and as will emerge from forces still at work and not yet defined, is expected to be necessary for some time, on a considerable scale. It is not felt that any apology should be necessary for the fact that the NAEB, as a responsible educational force, will continue to place the legitimacy of educational needs ahead of the question of whether or not

an individual project can be made self-supporting. If the NAEB did not take this view, it might well retreat from the communications area and leave it to commercial groups in which self-support is a primary consideration. And if America is to have a truly alternative supplementary service, it is not believed likely that this will be allowed to occur.

The NAEB therefore is both confident of the future, and proud of its last few years and months as it respectfully submits herewith, its reports and requests, and expresses, once again, its sincere appreciation for the support and understanding of the W. K. Kellogg Foundation.

Respectfully submitted on behalf of
President Graydon Ausmus and the
NAEB Board of Directors

H. J. Skornia
Executive Director
June 22, 1954
Urbana, Illinois

LIST OF EXHIBITS

1. Financial Statement at the end of the first eleven months
2. NAEB Newsletter
- 2a. List of Materials sent with the Newsletter since July, 1953
3. NAEB Television Program Proposal
4. NAEB Descriptive Statement
5. Honorary Membership Certificate
6. Recognition Certificate
7. Series Distributed by the NAEB Tape Network and Their Utilization with Supplement #1
8. Table I: Number of Series and Network Hours from Various Sources
Table II: Number of Series and Network Hours per Type of Program
9. NAEB Network Tape Status as of April 30, 1954
Letter from John Holt to Richard Hull Concerning Tape Consumption
10. Proposal Regarding Distribution of Programs Via Commercial Stations
(Letter to Richard Bell)
11. Operating Techniques for Video Recorders, Engineering Committee Report #3
12. Engineering Operations Problems Based on Three Years of (TV) Operation,
Engineering Committee Report #4
13. The Theory of Video Recording, Engineering Committee Report #5
14. NAEB Tape Recording, Engineering Committee Report #6
15. NAEB Report on the Characteristics of Recording Tape, (Confidential)
Engineering Committee Report #7
16. In-School Program Committee Report
17. A Financial Analysis of 54 Educational Stations, by Raymond D. Cheybleur
18. NAEB Coverage Map

19. Interviewer Manual (Research Committee Report #1)
20. Survey of Educational Television Stations (Television Operations Committee Reports #1-6)
21. NAEB Fellow Certificates
The First Allerton Seminar on Educational Broadcasting
The Second Allerton Seminar on Educational Broadcasting
The Third Allerton Seminar on Public School Broadcasting
The Lincoln Lodge Seminar on Educational Television
The Television Station Management Seminar
The First Television Production Workshop
The In-School Writers' Seminar
22. NAEB business cards and Affiliate membership card
23. NAEB Policy Statement: Draft
24. Ways of Mankind, Preliminary Report, San Bernardino Community Education Project
25. Television Script Master Pierre Patelin (Sample of TV scripts distributed as models and samples)
26. Four Years of New York Television (TV Monitoring Study #7)
27. Sample of JCET Heading Paper and Reports
28. 1954 Grants-in-Aid Announcement
29. Asia Reports Evaluation (Case Study #7 from the Committee for Free Asia, Inc.)

W. K. KELLOGG FOUNDATION

Grant Renewal Request

(Outline)

Headquarters, as per original grant	\$ 34,000.00
Headquarters, as per additional grant of Feb., 1954	10,000.00
Network, as per original grant	6,500.00
Total	\$ 50,500.00
(Minus, unless other use as requested in our letter of June 4, 1954, is approved, unexpended Associate Director funds)	(2,049.17)
(Grant, if above item deducted)	(\$ 48,450.83)

(National Association of Educational Broadcasters, 14 Gregory Hall,
Urbana, Illinois.
By H. J. Skornia, Executive Director, June 22, 1954)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Proposed Budget for July 1, 1954-June 30, 1955

NAEB BUDGET SUMMARY

Salaries and Wages	\$ 46,330.00
Seminars, Travel, Research	15,500.00
Supplies and Expenses	20,250.00
Administrative Charge (5% of Kellogg Grant)	2,525.00
Contingencies (general)	<u>1,000.00</u>
Total	\$ 85,605.00

NAEB HEADQUARTERS (KELLOGG)

Salaries and Wages	\$ 27,721.28
Seminars, Travel, Research	15,200.00
Supplies and Expenses	6,750.00
Administrative Charge (5% of Kellogg Grant)	2,200.00
Contingencies (general)	<u>500.00</u>
Total	\$ 52,371.28

NAEB NETWORK (NAEB & KELLOGG)

Salaries and Wages	\$ 18,608.72
Travel	300.00
Supplies and Expenses	13,500.00
Administrative Charge (5% of Kellogg Grant)	325.00
Contingencies (general)	<u>500.00</u>
Total	\$ 33,233.72

Income

Headquarters		
Kellogg	\$ 44,000.00	
Other Income (1)	<u>7,530.00</u>	\$ 51,530.00
Network		
Kellogg	\$ 6,500.00	
Assessment Fees (2)	<u>29,075.00</u>	\$ 35,575.00
Less Anticipated Deficit from 1952-54		\$ 87,105.00
		\$ 1,500.00
		\$ 85,605.00

(1) From Materials and Services provided by Headquarters on a reimbursable basis.

(2) Calculated as follows:

Class A - 23 Stations @ \$600.00
Class B - 18 Stations @ 375.00
Class C - 31 Stations @ 275.00

It was estimated that the increase in fees on July 1, 1954 would result in no decrease in Class A subscribers, a loss of three Class B stations, and a loss of six class C stations. The following table was used as a basis for this estimate:

Class	Actual Number	On Net 4/1/54	Never On Net	Dropped Since Fees
A	25	23	1	1
B	27	21	2	4
C	53	37	7	9

	<u>Network</u>	<u>Headquarters</u>
<u>Salaries and Wages</u>		
Executive Director	\$	\$ 10,000.00
Associate Director		7,200.00
Secretary		3,400.00
Labor	1,040.00	4,160.00
Network Manager	4,320.00	
Traffic Manager	3,600.00	
Shipping Manager	3,800.00	
Duplicator Operators	3,780.00	
Retirement (Employer's Contribution)	1,178.63	1,592.28
Workmen's Compensation	242.55	269.00
Contingencies	<u>647.54</u>	<u>1,000.00</u>
	\$ 18,608.72	\$ 27,721.28
<u>Supplies and Expenses (1)</u>		
Mailing, Express, Freight	\$ 7,200.00	\$ 1,500.00
Mailing Materials for Network	900.00	
Office Supplies and Expenses	750.00	750.00
Periodicals, Books, Clipping Service		500.00
Telephone and Telegraph	500.00	1,500.00
Recording Service	150.00	
Recording Tape (incl. boxes and reels)	3,000.00	
Equipment (incl. parts replacement)	500.00	500.00
NAEB Publications and Reports (2)	<u>500.00</u>	<u>2,000.00</u>
	\$ 13,500.00	\$ 6,750.00
<u>Seminars, Travel, Research</u>		
Seminars	\$	\$ 3,500.00
Regional Meetings		3,000.00
Exec. Com. and Directors' Meetings		2,500.00
Office(r) Travel	300.00	2,700.00
NAEB Committees		2,500.00
Research	<u>300.00</u>	<u>1,000.00</u>
	\$ 300.00	\$ 15,200.00

- (1) Tentative, subject to changes of allotments within this group, as operationally necessary.
- (2) To include all costs of art work, printing and stenographic bureau services for publications from this Headquarters (including Newsletter), not including committee and research reports which should be charged to expense of committees. In the past publications expenses have simply been shown as Headquarters Supplies and Expenses, which did not reveal general publications activities.

Request for Supplemental Funds
to the
W. K. Kellogg Foundation

I. Publications

A. The General, long-term problem:

In general the situation in this area is partly responsible for the confusion, the sometimes over-lapping jurisdictions of the many organizations interested in radio and television, and the duplication of publications services.

The AERT (Association for Education by Radio and T.V) Journal, the JCET (Joint Committee on Educational Television) publications, the NCCET (National Citizens Committee for Educational Television) News, the ACE (American Council on Education) Television Newsletter, various audio-visual magazines, the NAEB Newsletter, and the NPAC (National Project in Agricultural Communications) publications, to mention only a few, illustrate this duplication. The efforts of various organizations to preempt this area and "coordinate for all" are becoming both confusing and intense, as evidenced by this excerpt from a letter dated June 1:

".....One of the topics he mentioned in which he was interested related to Audio-Visual COMMUNICATION REVIEW. He stated that there was some interest in a professional journal which would service the radio-television field but that some objected to using COMMUNICATION REVIEW as an outlet because it had the sub-title 'Audio-Visual.'

"We in DAVI have no particular interest in maintaining the 'Audio-Visual' in the title. We debated at some length about whether or not to add it in the beginning, but decided to do it, so that we could somewhat narrow our approach to the field of communications, feeling that it was not wise to spread ourselves too thin. If you will look over the back issues, I am certain that you will find that we have taken a rather broad approach to the field of communications and would like to do an even better job in this respect."

This is only one of nearly a score of such efforts which we experience regularly. At present, any person desirous of keeping informed in the communications area must read nearly a score of scattered publications, or run the risk of missing essential parts of the rapidly expanding framework of communications. Many now borrow and quote from each other in rather incestuous and uneconomical fashion, but no one is yet in a position to coordinate, integrate, and edit (in the best sense) these scattered efforts. Although the NAEB is probably not the only organization which feels concerned about this, or which might undertake the publication of such a journal, it is obviously a better placed group than some which may take over (or are likely to end up by taking over) this function.

In upcoming discussions which the NAEB proposes to hold in the near future, with the representatives of such other organizations as the NPAC, it is hoped that a (perhaps joint) proposal may be evolved which the W. K. Kellogg Foundation might be interested in supporting. In view of the longer-

term planning needed for this project, however, and the fact that conferences are scheduled with other national organizations both at the end of June and in October, which will bear on this problem, no specific request in this general area is made, beyond those items referred to immediately below.

B. Special (limited) Publications and Promotion Budget Request:

(1) General Statement: The quantity, quality and potential usefulness of many of the products of NAEB Kellogg-financed committees and studies have outrun the NAEB's budgetary and staff ability to edit, publish, and distribute them. Many materials have accumulated this year, awaiting editing and distribution; more will become available next year, as the results of various other committee projects (the Research Committee's study and report on the Network's operations etc.) begin to reach Headquarters.

Because of the NAEB's inability to get these materials out rapidly and in attractive form, some of them (particularly in television), though NAEB-produced, are beginning to appear under the labels of other organizations with more adequate publications budgets, generally also from foundation sources.

(2) Specific items for which publication funds are requested:

(a) Notebooks, dividers, folders, standard cover sheets, and heading paper (much as JCET uses for its various reports) to enable regular service distribution, on a loose-leaf basis, to members, (non-recurring). \$3,500.00

(b) New Newsletter cover and back sheet, including new art work, printing, and additional improvements in Newsletter format to meet the needs of distribution in increasingly important circles in the U. S. and abroad, (non-recurring). \$1,000.00

(c) Publication and distribution of specific reports selected as deserving a better format and wider distribution than present budget permits. Except for those items indicated with an asterisk, which represent annual projects and needs for a two-year period, all are one-time requests intended to assist the NAEB in making these many useful materials available in the many areas where they are urgently needed, and where they may help prevent the collapse of plans, hopes, or going activities, and contribute to greater efficiency and better informed educational broadcasting. In most cases these materials are the products of Kellogg-financed NAEB Committee studies and investigations.

(1)	NAEB TV Operations Committee reports	\$2,000.00
*(2)	NAEB Engineering Committee reports	1,800.00
*(3)	NAEB Research Committee reports	3,500.00
*(4)	NAEB legal and rights service reports	1,100.00
(5)	Publication of Region VI Conference minutes (including speeches of Newburn, Castell, and others)	1,500.00
(6)	Publication of two Regional Conference minutes of next year at \$1,500.00	3,000.00

(7)	Publication of Proceedings of 30th Annual Convention	\$2,500.00
(8)	Publication of Digest and Extracts of first six Regional Conferences and highlights of recent national conferences.	3,000.00
(9)	NAEB and Network Promotion brochures (need revising and improving)	1,700.00
*(10)	Other anticipated committee and/or other reports as needed for 1954-55	3,000.00
	Total of above Requests for Publications and Printing Expenses (Of this \$9,400.00 is to be considered as recurring; \$13,700.00 as non-recurring, for 1954-55 only)	\$23,100.00
(3)	Personnel Additions needed to handle the above, plus routine edit- ing of approximately 12 other anticipated committee and study reports (expected to require only duplicating and distribution to members, rather than publication for wider distribution).	
	(a) Qualified editor, to handle items mentioned in (2), above, as well as to edit the improved NAEB Newsletter planned, and, if necessary, to serve as Radio-TV Editor for any combined publica- tion which may emerge as suggested in section A, above. Salary of experience editor (annual)	\$7,500.00
	(b) Secretarial assistance to handle the above (annual)	<u>3,600.00</u>
	Total (recurring)	<u>\$11,100.00</u>
	Total, item I costs (of which \$20,500.00 recurring, \$13,700.00 non-recurring)	\$34,200.00
	Administrative handling charge first year @ 5%	<u>1,710.00</u>
	Total needed, this Project 1954-55 (Subsequently \$20,500.00 plus \$1,025.00 (5%) for total of \$21,525.00 per year)	\$35,910.00

II. Need for funds to establish an NAEB Washington office

A. Purposes

1. As outlined in last year's request, realization of this project would provide the close liaison the NAEB needs as it increases its contacts, and stature, with

a. the other educational organizations of the U. S., most of which are located in Washington: the NEA (National Education Association), ACE (American Council on Education), DAVI (Department of Audio-Visual Instruction), the U. S. Office of Education, the Association of Land Grant Colleges, the MENC (Music Educators National Conference), and others.

b. Federal agencies such as the FCC (Federal Communications Commission), the U. S. Information Agency, the Departments of Agriculture, Commerce, Health and Welfare, the Department of State; foreign embassies and information offices, and the various others with which the NAEB's operations and functions bring us into increasing contact.

2. Such an office would permit

a. supplying members with regular government, industry and other reports normally originating in the East.

b. servicing network members with recorded Washington and other East Coast reports, and a bi-weekly one or two-page news flier, supplementing the present Newsletter.

B. Annual funds requested (for a two-year grant)

Associate Director	\$10,000.00
Secretary	3,600.00
Radio Program and Recording Expenses	4,500.00
Travel	1,500.00
Service Materials	2,400.00
Other Expenses (rent, administration, etc.)	<u>6,000.00</u>

Estimated total (per year, for two-year initial grant)	\$26,000.00
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III. A Proposed Two-Year Project of Basic Prestige Programs for Broadcast in America and Abroad

A. General Statement: NAEB member stations have consumed several hundred hours of British, French, Italian and other foreign programs during the past three years. In exchange the International University of the Air has offered to distribute equivalent NAEB features to its twenty-three member-nation networks and stations. So far, except for necessarily limited use of some of the NAEB's earlier series (Jeffersonian Heritage, etc.) the NAEB has been unable to keep up its end of this exchange. Each of the series proposed below would find a ready market abroad, as well as give the NAEB Network and NAEB TV members increasingly significant offerings. None of these projects is likely to be realized except as the NAEB may be able to undertake them.

B. Projects Proposed

1. The Meaning of Americanism (better title to be selected)

This is essentially a further development with modifications, of the Prestige Radio Series Proposal (And Man Shall Grow: Education in the U.S.A.) submitted last year. Quoting, in part, from last year's proposal:

"Series: Thirteen (13) one-half hour programs.

"Purpose: To show the role of education in the development and growth of the U.S.A. to government, to society, and to the individual.

"Contents: Resources of education, based upon research. To include

educators and the educated, the child and the adult, the stories of trials--successes and failures, and examples of contributions to a developing Democracy.

"Techniques: Basically, woven documentary and narration.

"Authorities: To be planned and produced by competent professional personnel, under direction and supervision of professional producer, aided by professional educator or educators as consultants. Example of possible consultants: Professor James Bartlett Edmonson, Dean Emeritus, College of Education, University of Michigan; Professor Ralph Tyler, University of Chicago; Professor Edgar Dale, Ohio State University.

"Uses: (1) By NAEB Network stations, first choice; (2) commercial radio stations, on a non-commercial basis; (3) adult education groups; (4) in-school use; (5) libraries; and (6) the general public."

In further elaborating specific plans, it is now felt that the series might best be implemented as follows:

a. It is proposed that three NAEB-Kellogg awards be offered for the best, second best, and third best series in the field of Americanism, presenting examples of the American way of life at work and in evolution in the American educational system and in other walks of life in America. The first award would pay \$15,000.00 (for the completed series with both commercial and educational rights); the second \$10,000.00; the third \$5,000.00. Twenty thousand dollars (\$20,000.00) would be set aside for promotional expenses, Producer-Consultant's and judges' fees, travel, and other expenses.

For this sum it is expected that three half-hour thirteen-(or perhaps 18) week series would be made available to American and foreign radio, through this joint effort and grant.

Illustrating various possible chapters and approaches which might be used, are the following suggested headings, some of which might become entire series:

- "What Makes a Good School?"
- "The Contribution of the Working Man (Labor) to American Democracy"
- "The Contribution of the Farmer (Agriculture) to American Democracy"
- "Industrialization: Its Meaning to a Dynamic Democracy"
- "The Social Structure of Modern American Society" (With Dr. Reisman and other University of Chicago sociologists who are now studying this problem particularly).
- "The God-Loving and God-Fearing Basis of American Democracy" ("Democracy and God")
- "The American Heritage in Folklore and Song"
- "Great American Elections"

An additional \$20,000.00 is also requested to provide for the selection, and production, from the results of this project, of at

least three half-hour television programs (selected from the best of the above) for airing over both educational and commercial television stations, as outstanding examples of "The American Way of Life at Work."

The radio programs produced, and possibly the Television programs as well, after distribution over the NAEB Network, will be made available for distribution in Europe, at least, through the International University of the Air, as stated above.

Estimated Budget Required	\$70,000.00
Administrative Costs	<u>3,500.00</u>
Total	\$73,500.00

2. (NAEB-Kellogg) Grants-in-Aid for (three) Series of In-School Programs.

This area has been greatly, though undeservedly, neglected in the NAEB's previous prestige series, earlier prestige grants, for example, having been restricted to adult education emphasis. And nowhere is the need greater. Two Seminars in this area (both Kellogg-financed) have revealed, outlined, and suggested various projects requiring implementation, including one proposed Canadian-American exchange series and one in the field of conservation. Outlines of these projects as developed at the recent Seminar, will be available within the next few weeks.

Quoting from last year's request:

"These grants would be administered by NAEB, and would be made available to educational institutions with radio stations or with radio program production centers. The grants, to be made upon application, would be used by educational institutions to improve a series which might need a 'lift' to bring it to NAEB Network quality."

In past experiences, the NAEB has discovered that this is one of the most efficient methods of stimulating outstanding programs.

Grants Proposed (up to maximum of \$4,500 or \$6,000 each, subject to committee decision)	\$18,000.00
Committee Meeting, Travel and Promotion	2,000.00
Administrative Expense (5%)	<u>1,000.00</u>
Total Requested	\$ 21,000.00

3. Repeatedly recommended by the NAEB Program Planning Committee is a series of programs (thirty-nine had originally been visualized) on Diseases of the Nervous System and Psychosomatic Medicine, planned and discussed with the American Medical Association to cover the the most significant diseases (polio, cerebral palsy, psychiatric disorders, aphasia etc.). Although a considerably larger sum would be needed for

professional presentation talent, on a cooperative basis, by using member stations and the general grant-in-aid approach, it is felt that an adequate series could be prepared for the NAEB Network (and distribution abroad of certain selected programs) for the sum listed here.

Writing and Production (grants), Radio Series	\$20,000.00
Film or Kinescope for Television	5,000.00
Administration (5%)	<u>1,250.00</u>
Total Requested	\$26,250.00

4. It is felt that possibilities of a new order for the giving of credit courses have been opened up by television, as compared to radio. It is also felt that most experiments or efforts in this area are as yet relatively uncoordinated, and that the NAEB, whose member stations are the ones now experimenting in the area, could, if funds were made available, most profitably provide a carefully planned experimental project in this area, using selected schools and universities, with distribution to NAEB members, followed by evaluative measurements and reports which, it is believed, would be of great value to education in the U.S.

Cost of Project (estimated)	\$20,000.00
Administration (5%)	<u>1,000.00</u>
Total Requested	\$21,000.00

IV. As television needs become more apparent to NAEB members, various kinescope or film projects are needed to help eliminate waste and fumbling, which could be disastrous to educational television. The following request is therefore herewith presented, in the belief that educational television in America will be greatly benefited thereby:

A. Funds for a series of four kinescopes to be used for training local representatives of national organizations in the best use of television as a medium for presenting informational and educational programs.

Since the NAEB is vitally interested in the entire area of educational television, it would appear that this is one way in which a significant contribution can be made to raising the general level of programs of an informational and educational nature. The various national organizations have very worthwhile material to bring to the attention of the American people, but, unfortunately, the general professional competence of programs presented by local chapters of national organizations is generally not such as to attract a large audience.

Not only is the NAEB interested in seeing good educational programs appear on commercial television stations, as well as our own educational stations, but the commercial operators would be more likely to welcome organizational programs that are produced with a little more "know-how."

A similar series of four kinescopes has been produced by the NPAC for the training of farm and home economic extension workers in the proper use of television in their extension work. However, the NPAC kinescopes are too specifically designed for agricultural extension workers to be of value for

general use by national organizations.

This proposal grows out of the attendance of the NAEB Associate Director at the recent CNO (Council of National Organizations) TV Workshop at Toledo. Following the showing of the NPAC kinescopes at the Workshop, the Associate Director met with part of the executive staff and the TV Committee of CNO. At this meeting, he outlined roughly the project being proposed here and it met with immediate enthusiasm on the part of the CNO representatives. They felt that such a series of kinescopes would be of invaluable assistance to local chapters of the various national organizations. It was agreed that the proposed kinescopes could follow the same general pattern as the NPAC kinescopes, but that the content would have to be of a more general nature to be applicable to the many organizations that would want to use them.

If funds for this project are approved, the NAEB will commission one of its member stations to produce the series of kinescopes. (WKAR-TV might be the logical choice in view of the experience of the staff in producing the NPAC series.) The planning for the series would likely be done in cooperation with the CNO so that the community cooperation, philosophy, concepts, and procedures for the use of television for educational purposes developed by the CNO could be incorporated in the kinescopes and the guides for their use.

The kinescopes would include material pointing out to local organizations the advantages of working together in the preparation and presentation of educational programs of mutual interest with mutual objectives. The advantages and the necessity of working together in their relationships with television stations would also be clearly presented.

Printed booklets, describing how the kinescopes are to be used and enlarging on some of the material, will be prepared for distribution with the kinescopes.

After the kinescopes are produced, 20 kinescopic copies of the series would be made. These copies would then be made available, on a loan basis, to local chapters of national organizations.

Organizations using the kinescopes would be urged to use them as an integral part of a training workshop rather than as a lone training vehicle. However, the kinescopes would be such that they could be used alone if necessary.

Actual Production Cost: 4 kines @ \$500.00	\$2,000.00
Talent (Expert consultant for planning series; script preparation, rehearsal, talent, etc.)	1,600.00
Cost of recording 20 copies of the series (4 x 20 x \$30.00)	2,400.00
Preparation of booklets (including writing, printing, etc.)	2,000.00
Distribution	1,000.00
Administration (5%)	<u>450.00</u>
Total Requested	\$ 9,450.00

B. As has been pointed up particularly during and following various in-school personnel meetings and conferences, including the recently completed Kellogg-financed In-School Writers' Seminar, the need for training films or kinescopes specifically for teachers and producers of in-school television programs is also most urgent. The full outline of the proposed series, also of four kinescopes, will be drawn up in full by the NAEB In-School Committee if it appears that funds can be made available. The procedure and cost breakdowns would be the same as for the above project proposal.

Total Requested	\$ 9,450.00
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V. Other Services

A. Consultation Service Budget:

During the past few years it has become apparent that the NAEB membership itself contains resource strengths not previously realized and not fully tapped. Questionnaire replies are now being returned in the NAEB Research Committee's Inventory of Human (and potential consultant) Resources.

The problem will still prevail, however (until the slow progress of NAEB members up the ladder to adequate local financial support is considerably further along), of funds to get the people with the proper skills to the proper places, when, as frequently occurs, neither the consultant nor the requesting station has adequate travel funds. In order to provide for the adequate distribution of the potential management, program, utilization and promotional skills to member stations, the following budget is requested to cover principally travel, but occasionally also consultant fees (when only outside consultants would solve the problem involved). It is felt that this project will be extremely important in helping get stations into a position to develop more adequate local support.

Annual Budget	\$10,000.00
Administrative Costs (5%)	<u>500.00</u>
Total Requested	\$10,500.00

B. Radio Program Service for Schools

One of the long-term hopes of the NAEB has been for an eventual archive and library service for the American Schools. Quoting from last year's request, with a slight modification of the proposed fee basis:

"This would be the initial effort to make available to school systems program series that had been accepted and used by the NAEB Network. This would be tried on a small scale, to determine needs and potentialities for future expansion. Simply stated, this service would be inaugurated with previous and present NAEB Network series made available by tape recording. Master copies of programs would be kept on file. Tapes would be sold to stations at \$5.50 per 30-minutes of programming, limiting each tape to two programs, or programs would be copies upon tapes furnished by schools at \$2.00 per program, or rented on a nominal basis, if the rental demand arises.

"The cost factors arising are: (1) small storage cabinet, (2) tape supply, (3) cataloging of available programs, (4) securing "rights"

holders permissions to use the series for such purposes, and (5) preparation of descriptive materials for distribution, and (6) distribution and handling of programs.

"Estimates:

Tapes for first 3-year Network programs, in-school programs only	\$1,260.00
Storage cabinet	300.00
Cataloging, duplicated materials, clearances	600.00
Total	\$2,160.00

"It should be noted that approximately \$1,500.00 could be diverted to the NAEB Network at a later date if this project is found not to be filling in apparent educational need."

C. Grants-in-Aid in Television

In last year's request two television projects were proposed. The following one of those two would appear to be at least as much needed as it was at that time, and is therefore herewith respectfully repeated, with slight modifications:

"To aid educational institutions in the planning and production of a series of educational programs for television. The funds to be administered by the NAEB. Grants to be made upon application, (using the same committee procedures used in the NAEB's other grant-in-aid projects) and upon showing of potential good to educational television to come from such series."

Sum requested	\$20,000.00
Administrative Costs (5%)	<u>1,000.00</u>
Total Requested	\$21,000.00

D. Special Project for Special and One-Time Series and Service to Other Organizations.

During the past year, because of budget stringencies, the NAEB was unable to provide the cooperation it would have liked in answer to various requests for generally one-time services. In order to agree to undertake such projects as the proposed NPAC BBC Agricultural series, which the NAEB agreed to undertake, it was necessary to quote a figure (adequate to cover the staff-time, tape, mailing and other costs) higher than would be necessary if a reserve fund and provision were available providing for a revolving fund operation on an actual cost basis. To be able to undertake such projects in the future, a revolving fund for one-time service both for NAEB projects developed to meet pressing needs which occur, and to outside deserving organizations, is needed. It is believed that the sum listed below would make possible approximately fifty small projects of this nature, which would gradually make the NAEB's influence and assistance available to an increasingly larger number of organizations with deserving educational objectives, and lay the basis of a self-supporting service by the NAEB.

Budget requested	\$5,000.00
Administration (5%)	<u>250.00</u>
Total	\$5,250.00

E. Scholarship and Training Program

During past years, many letters have reached this office inquiring about possibilities for financial support for various types of personnel-training projects. This includes modest assistance to make possible staff exchanges on short-term basis between NAEB members as well as with the CBC, the BBC or other systems, and support of Fulbright scholars in both directions when genuine hardship is demonstrated or when an exchange that would not otherwise be possible is made possible. (There will be no possibility of an NAEB selectee going to Britain next year because of the financial inability of the NAEB or its members to accept a BBC representative this year, for example.) This project should be on a continuing basis if it is to be effective.

Three-year Budget Proposed	\$ 15,000.00
Administration (5%)	<u>750.00</u>
	\$15,750.00

VI. Conclusion

In conveying this request, on behalf of the NAEB we wish to express our deep appreciation for the increasingly obvious significance of the development which the W. K. Kellogg Foundation's grant, to enable the creation of a national office and Network, has made possible. Without this office, staff, experience and distribution system, the NAEB could never have secured, accepted, or successfully administered the other grants (for TV monitoring Studies, grants-in-aid, workshops and scholarships, the "Big Four"---Jeffersonian Heritage, Ways of Mankind, People Under Communism and Voices of Europe, and other series regularly scheduled and winning increasing recognition). The structure to make all this possible is Kellogg-created and largely Kellogg-maintained.

In our requests it will be noted that we are placing considerable emphasis on funds to enable us now more adequately to publicize this growth, and to give Kellogg-financed projects (Seminars, Committee Reports and Publications, Regional and National Meeting Proceedings, Research Studies) a published form, and a distribution which will make their valuable contents more usable to schools, radio and television stations, and civic groups both in the U.S. and abroad.

As is so often the case, in reports on broadcasting project which must be heard rather than seen, if full impact and value are to be appreciated, we realize that our written report and the materials distributed are only suggestive. With the requested funds, for the uses outlined, more adequate reporting and a more accurate picture should be possible for the extremely significant projects and materials which the W. K. Kellogg grant to the NAEB has made possible.

If a priority must be placed on the projects outlined here, therefore, our preference would be for the granting first of funds to carry out the project outlined in the first item of the Supplemental request.

In the other requests for supplemental funds for deserving projects (believed to be in line with Kellogg Foundation objectives) will be found, we believe, evidence of the practice which the NAEB has always followed,

of approaching the W. K. Kellogg Foundation first, as new areas of need develop.

In the case of all requests, projects of at least two years are visualized unless otherwise stated.

Respectfully presented on behalf
of President Graydon Ausmus and
the NAEB Board of Directors.

H. J. Skornia
Executive Director
July 23, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 FINANCIAL STATEMENT
 May 31, 1954
 (For first 11 months of fiscal year, 1953-54)

	Kellogg Trust Fund	NAEB Revolving(1)	Total
Balance, July 1, 1953(Per 1952-53 Report)	\$ 6,547.79	\$ 5,546.79	\$ 1,001.00
Revolving balance trans. to Trust Fund	<u>5,546.79</u>	<u>-5,546.79</u>	
Receipts (see budget, attached)	\$ 1,001.00	-	\$ 1,001.00
Total Balance and Receipts	<u>67,500.00</u>	<u>25,783.70</u>	<u>93,283.70</u>
Expenditures, per attached report	66,499.00	25,783.70	92,282.70
Balance, May 31, 1954	<u>70,399.22</u>	<u>14,424.85</u>	<u>84,824.07</u>
	\$ 3,900.22	11,358.85	\$ 7,458.63

*Deduct (deficit)

(1) This is the account which has been set up, under University of Illinois requirements, for Network Assessment Fees and other income accruing to the NAEB Headquarters and Network. At the end of the fiscal year any balance in this account will be transferred to the Trust account to absorb the deficit in that account.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE PERIOD
 July 1, 1953 to May 31, 1954

Summary (Detail Attached)

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Salaries and Wages (1)	\$ 35,790.00	\$ 34,074.58	\$ 1,715.42
Seminars, Travel, Research	21,200.00	8,584.58	12,615.42
Supplies and Expenses	27,000.00	36,264.91	*9,264.91
Administrative Expenses	2,250.00	5,900.00	*3,650.00
Contingencies	1,910.00	-	1,910.00
Total	<u>\$ 88,150.00</u> (2)	<u>\$ 84,324.07</u>	<u>\$ 3,325.93</u> (2)

* Deduct (deficit)

- (1) Employer's Contribution to Retirement Fund (7.7%) and Workmen's Compensation (1.5%) are included.
- (2) Actual income was \$93,283.70. This, and the \$1,001.00 deficit at the start of the year, accounts for the discrepancy between above balance and actual cash position on May 31, 1954, shown on previous page.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE PERIOD
 July 1, 1953 to May 31, 1954

Salaries and Wages

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Executive Director	\$ 10,790.00	\$ 8,337.51(1)	\$ 2,452.49
Associate Director	5,000.00	2,100.00	2,900.00
Secretary	3,237.00	3,189.57	47.43
Network Manager	4,522.00	3,816.66	705.34
Traffic Manager	3,237.00	3,105.00	132.00
Shipping Manager	3,237.00	3,810.09	*573.09
Duplicator Operators	3,885.00	4,394.01	*509.01
Labor	1,882.00	2,655.68	*773.68
Retirement (Employer's Contribution)(2)	-	2,203.56	*2,203.56
Workmen's Compensation (2)	-	462.50	*462.50
	<u>\$ 32,790.00</u>	<u>\$ 34,074.58</u>	<u>\$ 1,715.42</u>

* Deduct

(1) Total salary actually paid present Director is \$9,166.63. Balance paid by School of Journalism and Communications, University of Illinois, for teaching a graduate seminar. Above figure also includes fee paid to former Executive Director for the months of June and July, 1953.

(2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget and were not set up as separate items.

Supplies and Expenses

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Mailing, Express, Freight		\$ 6,595.72	
Equipment (Incl. replacement parts, repairs and alterations)		2,624.90	
Office & Misc. Network Supplies & Exp.		1,171.60	
Publications, Clipping Service		401.25	
Telephone & Telegraph		1,592.48	
Printing & Art Work		2,095.22	
Stenographic Bureau (Mimeographing)		2,249.54	
Shipping Materials		407.94	
Customs		108.00	
Hauling		109.23	
Recording Service		530.97	
Tapes (Incl. replacement boxes, reels)		7,223.06	
Professional Services		500.00	
New Duplicator, Repair of Old Duplicator, Replacement Parts	<u>11,600.00</u>		
		<u>37,209.91</u>	
Less: Expense incurred in 1952-53, reimbursed in 1953-54	<u>\$ 27,000.00</u>	<u>945.00</u>	<u>\$ 9,264.91</u>

* Deduct (deficit)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE PERIOD
 July 1, 1953 to May 31, 1954

Seminars, Travel, Research

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Seminars	\$ 5,500.00	\$ 23.95(1)	\$ 5,476.05
Regional Meetings	4,500.00	1,669.07(1)	2,830.93
Exec. Com. (& Directors') Meetings	2,000.00	1,720.46	279.54
Office(r) Travel	3,200.00	2,548.60	651.40
NAEB Committees	2,500.00	1,975.00	525.00
Research	<u>3,500.00</u>	<u>647.50</u>	<u>2,852.50</u>
	\$ 21,200.00	\$ 8,584.58	\$ 12,615.42

(1) Expenses not yet in: Regional meeting minutes awaiting publication, Seminar vouchers due in June.

NATIONAL ASSOCIATION OF INVENTIONAL BROADCASTERS
 TRUST: W. K. BELLOGG FOUNDATION
 BUDGET 1953-54

BUDGET SUMMARY

Salaries & Wages
 Seminars, Travel, Research
 Supplies & Expenses
 Administrative Expenses
 Contingencies

Original Budget	As Amended Upon Receipt of Subsidiary Grant
\$ 30,790.00	\$ 35,790.00
19,200.00	21,200.00
12,000.00	27,000.00
2,250.00(1)	2,250.00(1)
1,910.00(1)	1,910.00(1)
<u>66,150.00</u>	<u>88,150.00</u>

RADIO HEADQUARTERS

Salaries & Wages
 Seminars, Research, Travel
 Supplies & Expenses
 Administrative Expenses
 Contingencies

14,027.00	\$ 19,027.00
18,200.00	20,200.00
5,700.00	5,700.00
1,560.00	1,560.00
1,910.00	1,910.00
<u>41,397.00</u>	<u>43,397.00</u>

FARE NETWORK

Salaries & Wages
 Travel
 Supplies & Expenses
 Administrative Expenses

\$ 16,763.00	\$ 16,763.00
1,000.00	1,000.00
6,300.00	6,300.00
690.00	690.00
<u>22,753.00</u>	<u>35,753.00</u>

BUDGET ANALYSIS

SALARIES & WAGES:

Executive Director
 Associate Director
 Secretary
 Network Manager
 Traffic Manager
 Shipping Manager
 Duplication Operators
 Labor
 Retirement (Employer's Contribution)(2)
 Workmen's Compensation(2)

10,790.00	10,790.00
-	5,000.00
3,237.00	3,237.00
4,522.00	4,522.00
3,237.00	3,237.00
3,237.00	3,237.00
3,885.00	3,885.00
1,882.00	1,482.00
-	-

SUPPLIES & EXPENSES

SEMINARS, TRAVEL, RESEARCH:

\$ 30,790.00	\$ 35,790.00
<u>12,000.00</u>	<u>27,000.00</u>
\$ 5,500.00	\$ 5,500.00
4,500.00	4,500.00
2,000.00	2,000.00
2,200.00	2,200.00
1,500.00	2,500.00
3,500.00	3,500.00
<u>\$ 19,200.00</u>	<u>21,200.00</u>
\$ 2,250.00	\$ 2,250.00
1,910.00	1,910.00
<u>66,150.00</u>	<u>88,150.00</u>

ADMINISTRATIVE EXPENSES

CONTINGENCIES

TOTALS, ANALYSES

- 1) No allowance was made in budget for 1952-53 Administrative Expenses which were charged this year, nor was any allowance made in the Subsidiary Grant for Administrative Expenses on the Subsidiary Grant. The contingency fund was used to partially cover these items.
- 2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget, and not set up as separate items.

RECEIPTS

	<u>ORIGINAL BUDGET</u>	<u>REVISED BUDGET</u>	<u>ACTUAL</u>
Headquarters (Kellogg)	\$ 34,000.00	\$ 41,000.00	\$ 41,000.00
Tape Network (Kellogg)	(11,500.00)	(26,500.00)	(26,500.00)
Tape Network (Fees)	(20,650.00)	(20,650.00)	(20,491.00)
Tape Network (Totals)	32,150.00	47,150.00	46,991.00
Other Income (1)			5,292.70
	<u>\$ 66,150.00</u>	<u>\$ 88,150.00</u>	<u>\$ 93,283.70</u>

(1) Other Income:

From NAEB Treasury	\$ 3,000.00
Sale of Publications	579.00
Tapes, sold, rented, dubbed	212.00
Reimbursable Services	1,470.20
Miscellaneous	31.50
	<u>\$ 5,292.70</u>

وَالْمُؤْمِنُونَ الْمُؤْمِنَاتُ وَالْمُؤْمِنُونَ الْمُؤْمِنَاتُ

If we are to proceed with changing military status, I think we should modify sections, and begin as soon as possible after July 1. What do we do with those who volunteer? They may or will have to drop out if we do this?

The tally on returns on this is as follows:

1) - Disagreements - 26
2) - Possibly, but it will be lower - 6
3) - Disagreed - 1
4) - Would have to drop out - 1
5) - Said an auto registration provision - 1
6) - Against, but will consider - 5
7) - Not will not protest now - 3
8) - Not will agree to drop from auto agency - 1

Conclusions - Very difficult - 2
Perhaps - Depending on our today's - 2
3) - Disagreed - 100 or more - 1

1) - 27. Agree	-	27	100
2) - all agree	-	6	200
3) - Disagreed	-	100	300

Will you give you now an estimate as to what we would estimate that we shall keep track of drivers and their vehicles and should we make any compilations?

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W.K. KELLOGG FOUNDATION
 FINANCIAL STATEMENT
 June 30, 1954
 (For fiscal year, 1953-1954)

	Kellogg Trust Fund	NAEB Revolving(1)	Total
Balance, July 1, 1953 (Per 1952-53 Report)	\$ *6,547.79	\$ 5,546.79	\$ *1,001.00
Revolving balance trans. to Trust Fund	<u>5,546.79</u>	<u>-5,546.79</u>	
	\$ *1,001.00	-	\$ *1,001.00
Receipts (see budget, attached)	<u>67,500.00</u>	<u>26,322.15</u>	<u>93,822.15</u>
Total Balance and Receipts	\$ 66,499.00	\$ 26,322.15	\$ 92,821.15
Expenditures, per attached report	<u>66,499.00</u>	<u>25,795.50</u>	<u>92,294.50</u>
Balance, June 30, 1954	\$ -	\$ 526.65	\$ 526.65

*Deduct (deficit)

(1) This is the account which has been set up, under University of Illinois requirements, for Network Assessment Fees and other income accruing to the NAEB Headquarters and Network.

REPORT OF EXPENDITURES FOR THE FISCAL YEAR

Summary (Detail Attached)

	Budget	Actual	Balance
Salaries and Wages (1)	\$ 35,790.00	\$ 37,651.19	\$ *1,861.19
Seminars, Travel, Research	21,200.00	11,169.58	10,030.42
Supplies and Expenses	27,000.00	37,573.73	*10,573.73
Administrative Expenses	2,250.00	5,900.00	*3,650.00
Contingencies	1,910.00	-	1,910.00
Total(2)	\$ <u>88,150.00</u>	\$ <u>92,294.50</u>	\$ <u>*4,144.50</u>

*Deduct (deficit)

(1) Employer's Contribution to Retirement Fund (7.7%) and Workmen's Compensation (1.5%) are included.
 (2) Actual income was \$93,822.15. This, and the \$1,001.00 deficit at the start of the year, accounts for the discrepancy between above balance and actual cash position on June 30, 1954, shown above.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE FISCAL YEAR
 1953-1954

Seminars, Travel, Research

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Seminars	\$ 5,500.00	\$ 2,339.52	\$ 3,160.48
Regional Meetings	4,500.00	1,669.07	2,830.93
Exec. Com. (& Directors') Meetings	2,000.00	1,720.46	279.54
Office(r) Travel	3,200.00	2,756.84	443.16
NAEB Committees	2,500.00	2,036.19	463.81
Research	<u>3,500.00</u>	<u>647.50</u>	<u>2,852.50</u>
	<u>\$21,200.00</u>	<u>\$11,169.58</u>	<u>\$10,030.42</u>

Supplies and Expenses

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Mailing, Express, Freight		\$ 7,300.49	
Equipment (Incl. Replacement parts, repairs and alterations)		2,651.04	
Office and Misc. Network Supplies & Exp.		1,397.54	
Publications, Clipping Service		424.25	
Telephone & Telegraph		1,679.34	
Printing and Art Work		2,095.22	
Stenographic Bureau (Mimeographing)		2,369.55	
Shipping Materials		407.94	
Customs		108.00	
Hauling		122.33	
Recording Service		539.97	
Tapes (Incl. replacement boxes, reels)		7,323.06	
Professional Services		500.00	
New Duplicator, Repair of Old Duplicator, Replacement Parts		<u>11,600.00</u>	
		<u>38,518.73</u>	
Less: Expense incurred in 1952-53, reimbursed in 1953-54	<u>\$27,000.00</u>	<u>945.00</u>	<u>\$*10,573.73</u>

*Deduct (deficit)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

TRUST: W. K. KELLOGG FOUNDATION

BUDGET 1953-54

BUDGET SUMMARY

	<u>Original Budget</u>	<u>As Amended Upon Receipt of Subsidiary Grant</u>
Salaries & Wages (1)	\$ 30,790.00	\$ 35,790.00
Seminars, Travel, Research	19,200.00	21,200.00
Supplies & Expenses	12,000.00	27,000.00
Administrative Expenses	2,250.00(2)	2,250.00(2)
Contingencies	1,910.00(2)	1,910.00(2)
	<u>\$ 66,150.00</u>	<u>\$ 88,150.00</u>

NAEB HEADQUARTERS

Salaries & Wages	\$ 14,027.00	\$ 19,027.00
Seminars, Travel, Research	18,200.00	20,200.00
Supplies & Expenses	5,700.00	5,700.00
Administrative Expenses	1,560.00	1,560.00
Contingencies	1,910.00	1,910.00
	<u>\$ 41,397.00</u>	<u>\$ 48,397.00</u>

NAEB NETWORK

Salaries & Wages	\$ 16,763.00	\$ 16,763.00
Travel	1,000.00	1,000.00
Supplies & Expenses	6,300.00	21,300.00
Administrative Expenses	690.00	690.00
	<u>\$ 24,753.00</u>	<u>\$ 39,753.00</u>

BUDGET ANALYSIS

SALARIES & WAGES	\$ 30,790.00	\$ 35,790.00
SUPPLIES & EXPENSES	<u>\$ 12,000.00</u>	<u>\$ 27,000.00</u>
SEMINARS, TRAVEL, RESEARCH:		
Seminars	\$ 5,500.00	\$ 5,500.00
Regional Meetings	4,500.00	4,500.00
Exec. Com. (& Directors') Meetings	2,000.00	2,000.00
Office(r) Travel	2,200.00	3,200.00
NAEB Committees	1,500.00	2,500.00
Research	3,500.00	3,500.00
	<u>\$ 19,200.00</u>	<u>\$ 21,200.00</u>
ADMINISTRATIVE EXPENSES	\$ 2,250.00	\$ 2,250.00
CONTINGENCIES	1,910.00	1,910.00
TOTALS, ANALYSES	<u>\$ 66,150.00</u>	<u>\$ 88,150.00</u>

(1) Includes Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.5%).

(2) No allowance was made in budget for 1952-53 Administrative Expenses which were charged this year, nor was any allowance made in the Subsidiary Grant for Administrative Expenses on the Subsidiary Grant. The contingency fund was used to partially cover these items.

RECEIPTS

	<u>ORIGINAL BUDGET</u>	<u>REVISED BUDGET</u>	<u>ACTUAL</u>
Headquarters (Kellogg)	\$ 34,000.00	\$ 41,000.00	\$ 41,000.00
Tape Network (Kellogg)	(11,500.00)	(26,500.00)	(26,500.00)
Tape Network (Fees)	(20,650.00)	(20,650.00)	(20,741.00)
Tape Network (Totals)	32,150.00	47,150.00	47,241.00
Other Income (1)			5,581.15
	<u>\$ 66,150.00</u>	<u>\$ 88,150.00</u>	<u>\$ 93,822.15</u>

(1) Other Income:

From NAEB Treasury	\$ 3,000.00
Sale of Publications	690.00
Tapes, sold, rented, dubbed	230.00
Reimbursable Services	1,629.65
Miscellaneous	31.50
	<u>\$ 5,581.15</u>

To: ~~UAB~~ Officers
From: Harry Skornia
Date: August 5, 1954
Subject: Final fiscal report to Kellogg

Herewith a copy of the University Business Office Report to the Kellogg Foundation for the past fiscal year plus the letter to Dr. Sney which accompanied it. Who was it who said: "We made it;"?

Preparation of this fiscal report was handled by Harold Hazi at our end. If you have any bouquets, I'm sure he'll appreciate them.

The other bouquet I'd like to hand out is to Schooley. On behalf of Illinois he did everything humanly possible to help us save money, and get by as cheaply as possible the last part of the year when our straits began to be obvious. Without that help our record could not be so shiny.

See you for 1954-55!

W.S:sp

H. J. Skornia

August 5, 1954

Dr. Maurice F. Seay, Director
Education Division
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

The only portion of our annual reports to you, which was not sent earlier, was the financial statement from the University Business Office. This could not be prepared until the close of the books for the past fiscal year, as was explained to Mr. Van Duyn. It is herewith enclosed, with sincere thanks. It is our hope that all prerequisites are now in for the issuance of the check for the grant for the new fiscal year. In my note of July 27 to Bob Van Duyn I referred with some pride to the fact that we ended the year with a small balance.

May I say once again that we are proud of the record of achievement during the first three years of this grant, and hope that the W. K. Kellogg Foundation may also take pride in these accomplishments.

Respectfully,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:cp

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 FINANCIAL STATEMENT
 June 30, 1954
 (For fiscal year, 1953-1954)

	Kellogg Trust Fund	NAEB Revolving(1)	Total
Balance, July 1, 1953 (Per 1952-53 Report)	\$ *6,547.79	\$ 5,546.79	\$ *1,001.00
Revolving balance trans. to Trust Fund	<u>5,546.79</u>	<u>-5,546.79</u>	
Receipts (see budget, attached)	\$ *1,001.00	\$ -	\$ *1,001.00
Total Balance and Receipts	<u>67,500.00</u>	<u>26,322.15</u>	<u>93,822.15</u>
Expenditures, per attached report	\$ 66,499.00	\$ 26,322.15	\$ 92,821.15
Balance, June 30, 1954	<u>66,499.00</u>	<u>25,795.50</u>	<u>92,294.50</u>
	\$ -	\$ 526.65	\$ 526.65

*Deduct (deficit)

(1) This is the account which has been set up, under University of Illinois requirements, for Network Assessment Fees and other income accruing to the NAEB Headquarters and Network.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W.K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1953-1954

Summary (Detail Attached)

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Salaries and Wages (1)	\$ 35,790.00	\$ 37,651.19	\$ *1,861.19
Seminars, Travel, Research	21,200.00	11,169.58	10,030.42
Supplies and Expenses	27,000.00	37,573.73	*10,573.73
Administrative Expenses	2,250.00	5,900.00	*3,650.00
Contingencies	1,910.00	-	1,910.00
Total	<u>\$ 88,150.00(2)</u>	<u>\$ 92,294.50</u>	<u>\$ *4,144.50(2)</u>

* Deduct (deficit)

(1) Employer's Contribution to Retirement Fund (7.7%) and Workmen's Compensation (1.5%) are included.

(2) Actual income was \$93,822.15. This, and the \$1,001.00 deficit at the start of the year, accounts for the discrepancy between above balance and actual cash position on June 30, 1954, shown on previous page.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUST: W. K. KELLOGG FOUNDATION
 REPORT OF EXPENDITURES FOR THE FISCAL YEAR
 1953-1954

Salaries and Wages

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Executive Director	\$ 10,790.00	\$ 9,019.28 (1)	\$ 1,770.72
Associate Director	5,000.00	2,700.00	2,300.00
Secretary	3,237.00	3,459.57	*222.57
Network Manager	4,522.00	4,166.66	355.34
Traffic Manager	3,237.00	3,405.00	*168.00
Shipping Manager	3,237.00	4,105.92	*868.92
Duplicator Operators	3,885.00	4,709.01	*824.01
Labor	1,882.00	3,156.92	*1,274.92
Retirement (Employer's Contribution) (2)	-	2,422.66	*2,422.66
Workmen's Compensation (2)	-	506.17	*506.17
	<u>\$ 35,790.00</u>	<u>\$37,651.19</u>	<u>\$* 1,861.19</u>

* Deduct

- (1) Total salary actually paid present Director is \$9,999.96. Balance paid by School of Journalism and Communications, University of Illinois, for teaching a graduate course. Above figure also includes fee paid to former Executive Director for the months of June and July, 1953.
- (2) Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget and were not set up as separate items.

Supplies and Expenses

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Mailing, Express, Freight	\$ 7,300.49		
Equipment (Incl. Replacement parts, repairs and alterations)		2,651.04	
Office and Misc. Network Supplies & Exp.	1,397.54		
Publications, Clipping Service	424.25		
Telephone & Telegraph	1,679.34		
Printing and Art Work	2,095.22		
Stenographic Bureau (Mimeographing)	2,369.55		
Shipping Materials	407.94		
Customs	108.00		
Hauling	122.33		
Recording Service	539.97		
Tapes (Incl. replacement boxes, reels)	7,323.06		
Professional Services	500.00		
New Duplicator, Repair of Old Duplicator, Replacement Parts	11,600.00		
	<u>38,518.73</u>		
Less: Expense incurred in 1952-53, reimbursed in 1953-54	\$ 27,000.00	\$ 945.00	\$* 10,573.73

*Deduct (deficit)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W.K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1953-1954

Seminars, Travel, Research

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>
Seminars	\$ 5,500.00	\$ 2,339.52	\$ 3,160.48
Regional Meetings	4,500.00	1,669.07	2,830.93
Exec. Com. (& Directors') Meetings	2,000.00	1,720.46	279.54
Office(r) Travel	3,200.00	2,756.84	443.16
NAEB Committees	2,500.00	2,036.19	463.81
Research	3,500.00	647.50	2,852.50
	<u>\$21,200.00</u>	<u>\$11,169.58</u>	<u>\$10,030.42</u>

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 TRUSTEES W. K. KELLOGG FOUNDATION
 BUDGET 1953-54

BUDGET SUMMARY

	<u>Original Budget</u>	<u>As Amended Upon Receipt of Subsidiary Grant</u>
Salaries & Wages	\$ 30,790.00	\$ 35,790.00
Seminars, Travel, Research	19,200.00	21,200.00
Supplies & Expenses	12,000.00	27,000.00
Administrative Expenses	2,250.00(1)	2,250.00(1)
Contingencies	1,910.00(1)	1,910.00(1)
	<u>66,150.00</u>	<u>88,150.00</u>

NAEB HEADQUARTERS:

Salaries & Wages	\$ 14,027.00	\$ 19,027.00
Seminars, Research, Travel	18,200.00	20,200.00
Supplies & Expenses	5,700.00	5,700.00
Administrative Expenses	1,560.00	1,560.00
Contingencies	1,910.00	1,910.00
	<u>41,397.00</u>	<u>48,397.00</u>

NAEB NETWORK:

Salaries & Wages	\$ 16,763.00	\$ 16,763.00
Travel	1,000.00	1,000.00
Supplies & Expenses	6,300.00	21,300.00
Administrative Expenses	690.00	690.00
	<u>24,753.00</u>	<u>39,753.00</u>

BUDGET ANALYSIS:

<u>SALARIES & WAGES:</u>		
Executive Director	\$ 10,790.00	\$ 10,790.00
Associate Director	-	5,000.00
Secretary	3,237.00	3,237.00
Network Manager	4,522.00	4,522.00
Traffic Manager	3,237.00	3,237.00
Shipping Manager	3,237.00	3,237.00
Duplicator Operators	3,285.00	3,285.00
Labor	1,882.00	1,882.00
Retirement (Employer's Contribution) (2)	-	-
Workmen's Compensation(2)	-	-
	<u>\$ 30,790.00</u>	<u>\$ 35,790.00</u>
<u>SUPPLIES & EXPENSES</u>	<u>\$ 12,000.00</u>	<u>\$ 27,000.00</u>
<u>SEMINARS, TRAVEL, RESEARCH:</u>		
Seminars	\$ 5,500.00	\$ 5,500.00
Regional Meetings	4,500.00	4,500.00
Exco. Com. (& Directors') Meetings	2,000.00	2,000.00
Office(r) Travel	2,200.00	3,200.00
NAEB Committees	1,500.00	2,500.00
Research	3,500.00	3,500.00
	<u>\$ 19,200.00</u>	<u>\$ 21,200.00</u>
<u>ADMINISTRATIVE EXPENSES</u>	<u>\$ 2,250.00</u>	<u>\$ 2,250.00</u>
<u>CONTINGENCIES</u>	<u>1,910.00</u>	<u>1,910.00</u>
<u>TOTALS, ANALYSES</u>	<u>66,150.00</u>	<u>88,150.00</u>

No allowance was made in budget for 1952-53 Administrative Expenses which were charged this year, nor was any allowance made in the Subsidiary Grant for Administrative Expenses in the Subsidiary Grant. The contingency fund was used to partially cover these items. Employer's Contribution to Retirement Fund and Workmen's Compensation were included in the salaries set forth in the original budget, and not set up as separate items.

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	CHQ	REV	MGR
Less quarters (8) (1046)	1,000.00	500.00	1,000.00
Dep. for work (add back)	6,000.00	(41,000.00)	17,000.00
Dep. for work (less)	12,700.00	(26,500.00)	26,500.00
Dep. for work (less)	20,650.00	(20,650.00)	20,741.00
Dep. for work (Totals)	32,350.00	47,150.00	47,241.00
Other Income (1)			5,581.15
	\$ 66,150.00	\$ 88,150.00	93,822.15

(1) Other Income:

From NAEB Treasury	\$ 3,000.00
Sale of Publications	690.00
Tapes, sold, rented, dubbed	250.00
Reimbursable Services	1,629.65
Miscellaneous	21.30
	\$ 5,581.15

Brief Report

July 26, 1954

Mr. Robert Vaidya
Associate Director
Division of Education
G. E. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Enclosed is the brief statement requested for your Board meeting. It is provided in twelve copies. Because I thought they might be of general Board interest, we have also sent you twelve copies of the complete report which our Board feels is a good picture of NAB's accomplishment for the last year. The brief statement therefore emphasizes a broader period than only this year to avoid duplication.

The final ledgers for the budget are just in. The final fiscal report from the University Business Office will reach you within the next two weeks, as explained to you by telephone. Thanks to your permission to use for supplies and expenses the portion of the funds granted us for the Associate Director's salary (and not used because he started later than in his budgeted fee), the final report, with bills and vouchers for probably to the neighborhood of \$500.00 to \$600.00 not yet in, shows a balance of \$525.65. Although finishing the year in this fashion required some drastic curtailment of planned expenses for the last six months, and harder work by a reduced staff, we go into the next year's operations in considerably better condition than we started this year. I believe our accomplishments will also be even more impressive, as we go into our thirtieth anniversary.

Because of the short notice for this report, and the fact that I also had to delay preparing it until my return from Washington, on Thursday, it has not been checked with the NAB Board. If there are any errors or misstatements, I therefore assume full responsibility for them.

Finally, I have asked Bob Coleman to send you 12 copies of the latest Research Committee Report showing NAB stations now reaching a population of some 90 million listeners in the U.S., plus modest Canadian and Mexican coverage. I hope you will feel that this also is of interest to your Board members.

Sincerely,

Henry C. Johnson
Henry C. Johnson
Executive Director

HJD:ms
Enc.

BRIEF REPORT TO THE W. K. KELLOGG FOUNDATION

from the

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As one of the oldest professional organizations in America, started in 1924, the NAEB existed for many years as an organization in which the representatives of some twenty or thirty institutions owning and operating college stations met more or less informally together once or twice a year, whenever other conferences saw them assembled. It was not a particularly strong or confident group since in virtually every bout in which real (usually commercial) competition was encountered, educational broadcasting came out second best. The number of educational stations had been virtually decimated, being reduced from 200 to 20, between the early 1920's and the early 1940's.

Most members of the small organization realized that this situation was due largely to lack of genuine organization, lack of adequate budgets, lack of status within their own organizations, (which frequently meant lack of respect for the medium of radio), and lack of representation at the national and higher educational levels.

The possibility of opening up new space in the spectrum, as FM was being considered, along with the above conditions, led to increasingly serious discussions of a recognized and reserved place in the American educational picture, and specifically in the wireless spectrum, for educational broadcasting. This, it was thought, would prevent a repetition of the decimation mentioned above, in which education, in many areas and respects the pioneer in radio in America, lost some of the finest station channels in the United States to commercial broadcasters.

During the 1940's modest efforts were made by NAEB leadership to begin to hold conferences with some of the outstanding educational planners in the nation. The NAEB's confidence in its mission and task was strengthened by several factors: 1) its success and leadership in rallying support to secure specific allocations in the FM broadcast spectrum for educational use exclusively; 2) the friendliness and understanding with which its proposals and thoughts were met in the FCC as then constituted; and 3) the apparent favor with which certain Foundations looked upon its plans and proposals.

In the late 1940's funds were secured for the first of what was to be a series of three Allerton House conferences, at which broadcasters, subject matter specialists, and social scientists particularly met together for two-week periods, long enough to begin to hammer out blueprints for the future. Out of these meetings came a dream...but also broad outlines for what, it now became obvious, would require considerably larger resources than the NAEB had at its disposal, plus a permanent staff and office. Plans were drawn up which could be presented as requests for Foundation support.

Meanwhile, however, the work of the association had to go on. One of the tasks which the members wished to undertake without undue delay was the starting of an exchange of programs which might be considered a sort of experimental mutual network operation. In 1950 this project was started. Tapes of programs were distributed from WNYC in New York, at first, the programs being "bicycled" from station to station. There were few resources except a box of postage stamps, and a stack of tapes (both gifts), and a great deal of good will and enthusiasm. The number of programs which could be thus exchanged was small. Loss and damage were high. Nerves and tempers were frequently frayed. The limits of this sort of operation were soon reached. However, a start had been made. Further meetings were held to refine the plan, which was developing, of what the NAEB and its member stations could do if adequate financing and a central office were available.

In this plan it was visualized that, over a five-year period, a network would be launched, a central office for the Association and home for the network set up, and professional, service and research activities inaugurated which would put educational broadcasting on its feet and on the map. This plan and dream found realization in the W. K. Kellogg Foundation grant of 1951.

At this stage it can safely be stated that more has been accomplished in this three-year period just passed than even the most ambitious and visionary members of the NAEB Board, or its wise consultants, expected could be accomplished during the first three years of the projected five-year plan. Although accomplishments were far above those anticipated, the size and complexity of the tasks and problems which continued to develop and emerge, were even more so, for wireless communications turned out to be the fastest-changing and fastest-developing field in the United States.

The financial resources and qualifications of those schools which became FM licensees as the new spectrum space opened up were not of the same order as those of the earlier stations, which had been used as the basis of the projection. Efforts to get them to take over the full cost of the Network were not able to be as accelerated as had been hoped. Too rapid a rate ran the risk of forcing many to drop out because of inability to keep up with too rapidly rising a rate structure. Original plans and ambitions have had to be tempered with realities. Success is now assured, and will be realized in this venture, but perhaps somewhat more slowly than many had hoped, and with a somewhat larger number of fatalities than was expected.

The cost of the struggle for channels for education in television (in which the NAEB took a leading part, a former NAEB President becoming the Executive Director of a new Organization, the Joint Committee on Educational Television (JCET), which rallied the forces and organized the campaign which ended in success) and of the services needed by prospective and actual educational TV stations, out of all proportion to their number, has also proved far higher than anticipated. A larger share of the budget than was earmarked has had to be budgeted for television if educational television was to become a reality, and if the NAEB was to remain the central association of both TV and radio for education. Fortunately much of the material needed was in this context produced by NAEB committees. For out of the Kellogg grant, and one of its most important products, has come what we believe is probably a unique situation in which much of the work of an Association is actually and economically done by committees, as many of the NAEB's finest and most useful publications will reveal.

One of the most critical situations to develop during the last year, and briefly alluded to above, was the strong possibility that a splinter organization for educational television only would be formed. This possibility has now been avoided, but the cost in money and efforts has been high. In recent meetings of the NAEB President and Executive Director with the Joint Committee on Educational Television (JCET), the National Citizens Committee for Educational Television (NCCET), the Educational Television and Radio Center (ETRC), and the American Council on Education (ACE) Television Committee, during the past few weeks and months, we have been gratified to find our unique position firmly established and the NAEB recognized as the permanent and central association in educational wireless communications. For it would be a great tragedy if modestly financed and under-staffed stations were expected to support a multiplicity of organizations, all alleging to be their indispensable protectors and sponsors. All but one of the educational stations on the air in the United States are NAEB members and an increasing proportion of NAEB TV officers are television directors or television station managers.

It is now increasingly apparent that the NAEB is here to stay, with no need for it to affiliate or compromise with other groups in any way which will significantly impair its independence and freedom of action. It is now recognized as a leader instead of a follower, and the NAEB Board meetings scheduled during the next year, with America's leading School Superintendents, College and University Presidents, and other leaders, will insure that its course will increasingly be educationally responsible and carefully considered.

Through the aid granted by the W. K. Kellogg Foundation, educational broadcasting has strengthened its position in the United States. Adequate "delivery facilities" for educational materials have been assured and greatly improved. This strengthening and improvement have come mainly from the broader scope of activity and wider sphere of influence which the grant made it possible for the NAEB to exert.

Since the beginning of the W. K. Kellogg Foundation grant, the NAEB Network so tentatively launched in 1950 has become world-renowned. Present plans for at least one commercial network, NBC, call for careful consideration of converting to a tape network for radio instead of an inter-connected one. This would put the NAEB at least three years ahead of commercial radio. Steady programs of workshops, seminars and scholarships have helped several hundreds of present and future educational radio and TV staff members to secure more adequate training and inspiration. NAEB scholarship certificates now hold a place of honor comparable to those of Guggenheim, Rockefeller and other such groups on the walls of the offices of many fine educators. The first real headquarters for educational broadcasting in the world is conducting itself with dignity and honor, making American educational broadcasters the best informed broadcasters in the world. In a tribute of imitation, a "University of the Air", (of which the NAEB is probably the most honored member), has been created in Europe, whereby programs are exchanged by all the 21-nation members.

One reason for the greatly increased productivity of NAEB committees is that, with Kellogg Foundation assistance they have been able to meet and carry on their business on a face-to-face basis. The same is true of regional meetings to develop educational radio and television locally. The first NAEB regional meeting in the history of educational broadcasting was held in Norman, Oklahoma, March 28-30, 1952. Since then such meetings have also been held in North Carolina, Michigan, and Oregon, with plans for two additional ones during the next year.

During 1952-53, the NAEB sponsored a seminar for Public School Broadcasters, and in 1953-54 a Seminar for Writers of In-School Programs. During the last three years, the NAEB also has increased liaison with broadcasting systems of foreign countries and with other educational organizations in the United States. It also has administered three series of Grants-in-Aid, which have produced broadcast broadcast series, both radio and television, which have further enhanced the prestige of the Network and the NAEB in general.

During 1953-54 particularly, the NAEB established publication exchanges with foreign broadcasting systems and other educational organizations which spread the name and respect of the NAEB around the world. 1953-54 also saw the establishment, at NAEB Headquarters, of a central Educational TV and Radio Placement Service for the United States, a Station Management Consultation Service, and a new-full-time Engineering Service. The NAEB also coordinated the selection and missions of the three Fulbright scholars in radio and TV whom America has sent to Europe.

As this is written the membership of the NAEB has increased to 235 members. During 1953-54 four of its finest engineering committee reports, six Television Operation Committee Reports, and the first of a series of Research Committee Reports were published. In addition to the reports mentioned above, the results of these and other committee meetings were a revised constitution, more programs auditioned by the In-School Program and the Network Acceptance Committees, increased exchange of foreign programs through the International Relations Committee, over 30,000 lines of publicity in newspapers and trade magazines, and the processing of nearly 200 applications for the 120 NAEB Scholarships and Workshop and Seminar Fellowships, in both television and radio, which are being granted during the 12-month period from October 1953 to October 1954.

Considering the NAEB Radio Network alone, during the 1953-54 period the Network distributed 28,000 hours of programming to its member stations. This is an increase of 27% over the 1952-53 output and an increase of 115% over the 1951-52 output. Over the three-year period of its existence, the Network has distributed over 50,000 hours of programming. Network service includes programs to a general audience and a special category of programs designed especially for listening in the classroom.

These thousands of hours of programs have been distributed to a membership of 83 stations. Last year Network membership reached 85 stations, but when the assessment fee was increased the number of stations dropped to 78. Since that time the number of network stations has slowly increased to the present membership of 83, as more educational stations have gone on the air. According to the recently completed study of the NAEB Research Committee, showing a coverage of eighty million, the NAEB now reaches half of the population of the United States, plus parts of Mexico and Canada, with these program services.

In 1952 we were distributing 6 hours and 45 minutes of programming per week to 65 stations. We are now servicing 83 stations with 7 hours and 15 minutes weekly. This means that approximately 1,000 tapes per week are sent out from NAEB Network Headquarters. In peak periods during the past year, over 1,200 tapes a week were sometimes mailed. (This has of course greatly increased mailing expenses and this situation has been intensified by an increase in postal rates for Zones 4 and beyond, in which 2/3 of the NAEB member stations are located.)

The sources of Network programs are increasingly becoming our own member stations. However, a great many program series have been contributed by such agencies as the American Foundation for the Blind, UNESCO, The American Society of Friends, the Cooper Union Forum, and the Air Training Command. Some programs from the British Broadcasting Corporation have been distributed to NAEB stations, and Network Headquarters has been the traffic office, arranging for the distribution of many more hours of BBC programs directly to member stations. One series from Radio-Italiana and ten series from the French Broadcasting System were also broadcast by NAEB stations during 1953-54.

The acquisition of a second mass duplicator during this past year, through the generosity of a supplementary grant from the W. K. Kellogg Foundation, has made possible a considerable improvement in both quality and economy of operations. It is now possible to begin to shift emphasis from the mass service to a more individual service aspect of its operation. The various stations, of course, find this arrangement much more satisfactory with the result that Headquarter-station relations have greatly improved.

The travel funds provided by the Kellogg Foundation have made possible five meetings of the Network Manager with the Network Acceptance Committee, the In-School Program Committee, and the In-School Program Sub-Committee. These meetings have resulted in refinement of program selection procedures and a revision of methods of program offerings and distribution.

All in all the NAEB Network is providing an essential service to the educational broadcasting stations of America. Without the aid of the W. K. Kellogg Foundation this service, which 80% of all member stations list as the most essential of all services which the NAEB provides them, would never have materialized or become a model for installations in many other parts of the civilized world.

Much has been done. But much still remains to do. The NAEB's efforts to serve the cause of education and its membership, providing wise and broad leadership and essential services to educational broadcasting throughout the world, will not be relaxed, though it will obviously have to be adapted to the realistic conditions which will arise and prevail in so rapidly a changing picture as is the rule in wireless communications.

The job which the very wise planners who submitted the first project plans had thought could be done in five years, it is now obvious, is a job which will consume far more time, and consume far more money and energy than was then thought. This is a tribute to the importance of the general area in which the grant was made, as well as to the energy of the NAEB in opening it up. If support for somewhat more than the five-year period originally considered as adequate is necessary, it is not a result of a failure, but of a success. There have been many distractions and competing events to retard the development of that public sentiment and understanding which must exist before educational broadcasting can exist without Foundation assistance. More organizations than the NAEB have found the past three years full of energetic, uncontrollable forces. It is these forces, and the need to develop understanding and controls for them that makes the NAEB believe that its role will continue to be an increasingly essential one to American and world education.

It is the sincere hope of the writer that consideration of this brief report may be supplemented by a glance at the complete ANNUAL PROGRESS REPORT OF THE NAEB TO THE W. K. KELLOGG FOUNDATION, as forwarded on June 22. In it will be found a fuller and more adequate expression of the fine relationship which exists between our two organizations, and a statement of some of the plans of the NAEB for the more adequate publicizing and distribution of the results of our common efforts.

It is our hope that the record of accomplishment which emerges from these combined reports may be the source of as much satisfaction to the W. K. KELLOGG FOUNDATION as to the National Association of Educational Broadcasters, whose sincere thanks are hereby most sincerely expressed.

Respectfully submitted
for the NAEB President
and Board

H. J. Skornia

H. J. Skornia
Executive Director
July 26, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 Budget for July 1, 1954-June 30, 1955

NAEB BUDGET SUMMARY

Salaries and Wages (1)	\$ 46,330.00
Seminars, Travel, Research	15,500.00
Supplies and Expenses	20,250.00
Administrative Charge (5% of Kellogg Grant)	2,525.00
Contingencies (general)	1,000.00
Total	\$ 85,605.00

NAEB HEADQUARTERS (KELLOGG)

Salaries and Wages	\$ 27,721.28
Seminars, Travel, Research	15,200.00
Supplies and Expenses	6,750.00
Administrative Charge (5% of Kellogg Grant)	2,200.00
Contingencies (general)	500.00
Total	\$ 52,371.28

NAEB NETWORK (NAEB & KELLOGG)

Salaries and Wages	\$ 18,608.72
Travel	300.00
Supplies and Expenses	13,500.00
Administrative Charge (5% of Kellogg Grant)	325.00
Contingencies (general)	500.00
Total	\$ 33,233.72

Income

Headquarters	
Kellogg	\$ 44,000.00
Other Income (2)	<u>7,530.00</u>
	\$ 51,530.00
Network	
Kellogg	\$ 6,500.00
Assessment Fees (3)	<u>29,075.00</u>
	\$ 35,575.00
Less Anticipated Deficit from 1952-54	\$ 87,105.00
	1,500.00
	\$ 85,605.00

BUDGET ANALYSIS:

	Network	Headquarters
Salaries and Wages (1)	\$ 18,608.72	\$ 27,721.28

Supplies and Expenses (4)

Mailing, Express, Freight	7,200.00	1,500.00
Mailing Materials for Network	900.00	
Office Supplies and Expenses	750.00	750.00
Periodicals, Books, Clipping Service		500.00
Telephone and Telegraph	500.00	1,500.00
Recording Service	150.00	
Recording Tape (incl. boxes and reels)	3,000.00	
Equipment (incl. parts replacement)	500.00	500.00
NAEB Publications and Reports (5)	500.00	2,000.00
	\$ 13,500.00	\$ 6,750.00

<u>Seminars, Travel, Research</u>	<u>Network</u>	<u>Headquarters</u>
Seminars	\$	\$ 3,500.00
Regional Meetings		3,000.00
Exec. Com. and Directors' Meetings		2,500.00
Office(r) Travel	300.00	2,700.00
NAEB Committees		2,500.00
Research	\$ 300.00	1,000.00
	\$	\$ 15,200.00
	<u> </u>	<u> </u>

(1) Includes Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.5%)

(2) From Materials and Services provided by Headquarters on a reimbursable basis.

(3) Calculated as follows:

Class A - 23 Stations @ \$600.00
 Class B - 18 Stations @ 375.00
 Class C - 31 Stations @ 275.00*

It was estimated that the increase in fees on July 1, 1954 would result in no decrease in Class A subscribers, a loss of three Class B stations, and a loss of six class C stations. The following table was used as a basis for this estimate:

Class	Actual Number	On Net 4/1/54	Never On Net	Dropped Since Fees
A	25	23	1	1
B	27	21	2	4
C	53	37	7	9

*Since preparation and approval of this budget, it was discovered that the Network assessment for Class C stations should be \$225.00 (not \$275.00). Therefore, as calculated (on the basis of 31 Class C stations), income from assessment fees will be \$1,550.00 less than anticipated, or \$27,525.00. However, this amount will be compensated for by the fact that the anticipated deficit for 1953-54 of \$1,500.00 was avoided by curtailment of various services.

(4) Tentative, subject to changes of allotments within this group, as operationally necessary.

(5) To include all costs of art work, printing and stenographic bureau services for publications from this Headquarters (including Newsletter), not including committee and research reports which should be charged to expense of committees. In the past publications expenses have simply been shown as Headquarters Supplies and Expenses, which did not reveal general publications activities.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.